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BACK ON THE FAST TRACK AGAIN

For sales executives, the heftiest
one-year compensation gain since 1985

SALES MANAGEMENT

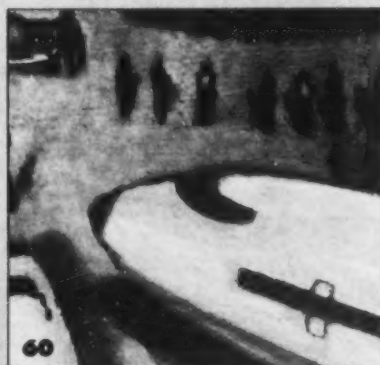
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SALES & MARKETING MANAGEMENT



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EDITOR'S SIDE POCKET

HOW MUCH ARE YOU WORTH?



As regular readers know, every year at this time we publish the results of a survey of compensation trends among sales and marketing executives. Invariably, the trends are up. The only question is how much. While we discuss the whys and wherefores, we ignore one issue that was brought home to me by a reader: "You never ask the ultimate question," she said. "How much is a sales or marketing executive worth?"

Of course, we don't. Ultimate questions are unanswerable, at least by mere journalists. Which is not to say the question isn't intriguing. Some years ago, when I was editor of a socioeconomic magazine for physicians, I remember receiving letters from surgeons (certainly not one of the least remunerative of specialties) complaining they were grossly underpaid when compared to basketball players and rock stars. Meanwhile, GPs, internists, psychiatrists, and others of the "poorer" specialties waxed indignant about the disparity between their income and that of the men who cut for a living.

In a rough sense, there is a correlation between medicine and sales and marketing, in that the men and women with the biggest reputations at the best-known institutions/corporations make the most money, and the "cutters" (executives with sales in their titles) usually make the most of all. Do they deserve it—or, rather, should I say, is the disparity between incomes justifiable? On what grounds—size of company, nature of product, complexity of marketplace? How is one to compare the dollar value of sales to marketing? Why should a sales executive's compensation have a greater "at risk" portion than a marketing executive's?

Let's get down to a few cases. Barry Shier, executive vice president of marketing and hotel operations for Golden Nugget, Inc., earned \$165,000 more last year than he did in 1987 (overall, he made \$465,000 in 1988), even though his hotel/casino operation's income plummeted by 106% from its 1987 level. On the other hand, W. Roger Curry, senior vice president of marketing at Consolidated Freightways, saw sales at his firm climb by \$392 million in 1988, but Mr. Curry walked away with only \$48 more than he did the previous year. That's right, from \$242,100 to \$242,148. And Bryan A. Hayes, vice president of sales and marketing for Winnebago Industries, saw his compensation fall in 1988, from \$155,071 to \$121,779. His company lost money in both 1987 and 1988.

How much correlation is there between these numbers and performance? Without knowing a great deal more about each executive, his company, his industry, and the problems he faced, we wouldn't presume to speculate. Nor would I encourage you to. Instead, use the survey results to get a *sense* of what's happening in compensation in your area. Examine our list of 100 sales and marketing executives to get a *rough* idea of what your colleagues are making in situations analogous to yours. But, especially in the presence of all these big numbers, don't forget that there's more to it than money. Is there any dollar value that can be placed on a job that actually makes you look forward to work each day? Or on a boss who gives you as much responsibility as you'll take? And is there any formula to rate the market value of a community that's a great place to raise kids?

If you ask me, no, no, and no.

Doug

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ABP



BACK ON THE FAST TRACK AGAIN

Sales executives earn big gains, but looming ahead: a "corrugated" economy.

BY WILLIAM KEENAN JR.,
SENIOR EDITOR

Pay increases for sales and marketing executives are looking up again in 1989, as the effects of the 1987 stock market crash recede further into memory.

Total pay increases for sales and marketing executives jumped to 10.9%, according to a national survey of sales and marketing executive compensation prepared for *Sales & Marketing Management* by Sibson & Co. That's significantly better than the 9.5% rate of increase experienced in 1988 and represents the largest one-year gain for sales and marketing executives since 1985. That 10.9% increase also looks good when compared to a 9.5% pay gain for top executives overall, and to increases for middle-to-upper level managers in general.

A strong stock market recovery through 1988 (leading to new record highs by third quarter 1989) probably had the most conspicuous effect on compensation rates tracked by this year's survey, which included 216 participants representing companies with sales volumes ranging from \$35 million to \$30 billion. An increasingly larger portion of the sales and marketing executive's total compensation has been in the form of bonuses and incentives, and an increasingly larger portion of those bonuses are predicated on a company's "market value"—i.e., how a company's shares are valued on the stock market relative to the number of shares outstanding. (A company with 1 million shares outstanding and selling at \$24.50 per share, for instance, would have a market value of \$24.5 million.) Total compensation grew at a 22% faster rate for sales and marketing executives from

Up Close

Robert A. Bardagy
Executive Vice President/President
of Sales
Comdisco Inc.
\$1,400,000

BACKGROUND: General Electric Co. (1961-1964); IBM Corp. (1965-1969); Randolph Computer Corp. (1969-1977); Comdisco (1978-present).

EDUCATION: BS (Management Engineering), Rensselaer Polytechnic Institute.

WHAT ATTRACTED YOU TO SALES AND MARKETING? "It's something I've done from the day I got out of college. Sales and marketing has always been the ultimate challenge, especially in technical fields. It's a matter of applying my technical knowledge to sales and marketing instead of to an engineering career."

THE TOUGHEST PART OF THE JOB? "First is to offer a constantly motivating environment for sales personnel. Second, since Comdisco is a leasing company and not a manufacturer, we need to continually look for new profit opportunities."

BEST ADVICE: "You'll be a better sales executive if you never lose sight of the fact that sales should be a challenge. Hire the best people you possibly can and let them do their own thing. Don't try to over manage."

GAMMA-LIAISON/ROARK JOHNSON



Robert A. Bardagy/Comdisco

1988 to 1989 than did base salaries—pushing ever higher the variable or leveraged portion of executive pay.

Market value, in fact, probably played as big a part in this year's gains as it did in the depressed results for sales and marketing executives in 1988, says Mark Blessington, Sibson's national practice leader for sales compensation. "Market value for the Forbes 500 companies gained at a rate of 8.7% this year. In 1987, that index was *down* by 0.5%." Sales and profits—which also figure prominently in the "at risk" portion of executive pay—also looked good for most companies in 1988.

Blessington expects market value to continue to be a useful indicator of executive pay trends, particularly for

sales and marketing executives, whose percentage of pay at risk is growing at a faster rate than it is for most other executives, and whose bonuses are more directly tied to stock performance than those of other executives.

Among those performance factors that Blessington sees linked to market value are gross sales net of discounts or net of promotion expense and advertising. Other factors are new product success rates and improved profit margins for products and services with greater "perceived" value. Sales executives, in particular, have a stake in demonstrating how their efforts impact these performance measures.

The effect of market value on compensation rates of other executives seems to lag about a year behind that of

sales and marketing executives, says Blessington, a fact that's illustrated in the dip in fortunes for all executives, as seen in Table 3. Other factors remaining stable, that would mean other top executives should enjoy bigger pay increases than sales and marketing executives in 1990 in response to financial gains realized in 1988.

TURNABOUT FOR SALES EXECUTIVES

"The biggest story in this year's compensation results," says Blessington, "is the gain made by sales executives in respect to their marketing counterparts." The percentage increase in total compensation for top sales executives (as opposed to those with marketing or sales *and* marketing titles) was 12.9%—more than the

Up Close

Jon C. Logue
Executive Vice President, Sales and Marketing
Salem Carpet Mills Inc.
\$234,772

BACKGROUND: Allied Corp. (1970-1972; 1977-1983); Rohm and Haas (1972-1977); Salem Carpet (1983-present).

EDUCATION: BA (Textile Chemistry), North Carolina State Univ.; MS (Business), Virginia Commonwealth Univ.

WHAT ATTRACTED YOU TO SALES AND MARKETING? "I had a technical background and spent most of my career with customers in technical service. I came to Salem as head of product development. In 1985 they needed marketing, and two years ago they asked, 'How about sales, too?' It just evolved—and I love it."

THE TOUGHEST PART OF THE JOB? "Relating our capabilities to what's needed in the field. I spend a lot of time with production, marrying needs of customers with our capabilities. Also, salespeople deal with a lot of no's—so they need new products and tools to keep them motivated and selling."

BEST ADVICE: "Work hard—parts of our culture need to relearn work ethics. Listen—keep your antennae up to find out customers' needs. And be honest—it goes a long way."



Jon C. Logue/Salem Carpet Mills

GAMMA-LIAISON/ALAN WEINER



Patrick W. Rooney/Cooper Tire & Rubber

Up Close

Patrick W. Rooney
Vice President, Marketing
Cooper Tire & Rubber Co.
\$229,428

BACKGROUND: Cooper Tire & Rubber Co. (1956-present).

EDUCATION: BS (Marketing), Findlay College. Harvard Advanced Management Program.

WHAT ATTRACTED YOU TO SALES AND MARKETING? "It was a matter of convenience. I started at Cooper Tire in sales training while I was still

in college. After college, I became a marketing assistant, and it evolved from there."

THE TOUGHEST PART OF THE JOB? "Managing people. Everybody is different, and what motivates one person doesn't necessarily motivate another. You must manage each person individually to get the best performance."

BEST ADVICE: "Plan properly to handle territory. You have to work hard and have good planning to sell yourself and sell your product."

11.5% gain for the typical CEO, and second by only a fraction of a percentage point to the 13% gain registered by top manufacturing executives.

Top marketing executives, by contrast, saw only an 8.4% gain in total compensation. That reverses a long trend in which marketing executives enjoyed gains in total compensation that threatened to put a significant gap between pay levels for marketing vs. sales executives. "That gap has closed," Blessington says, "but it still hasn't been wiped out."

It's too soon to tell, Blessington suggests, whether this represents a long-term change in relative pay—and relative value—of these two executive positions. We'll have to wait for next year's results to determine that. The

GAMMA-LIAISON/DAWSON JONES

Up Close

Theodore W. Atkins
Executive Vice President,
Marketing and Sales
Baldor Electric Co.
\$139,609

BACKGROUND: Douglas Aircraft (1956-1958); Western Engineering (1959-1968); R. S. Boreham Co. (1968-1986); Baldor (1986-present).

EDUCATION: ME (Mechanical Engineering), UCLA.

WHAT ATTRACTED YOU TO SALES AND MARKETING? "I moved from engineering to purchasing and then to sales because I found dealing with people to be much more interesting than being at the drafting table. I still use my engineering background almost every day to help guide our en-

gineering department to focus more on customers."

THE TOUGHEST PART OF THE JOB? "Finding the time to do all the things that need to be done—in particular, looking at customers' engineering-related problems, discovering the causes, and looking for ways we can solve them."

BEST ADVICE: "Get a minimum of five to ten years of field sales experience before going into sales management or marketing. If you haven't spent time in the front line with the customer, you won't have the instincts to know what they are thinking, to watch them grow and change the direction of their companies, and to change the direction of your own company in response."



Theodore W. Atkins/Baldor Electric

most conspicuous reason for the bigger gains for sales executives for this survey year is that a much larger portion of their total compensation is leveraged—19% compared to 12% for the typical top marketing executive. Big gains in the "at risk" portion of sales executives' pay thus had much more of an impact on their overall compensation rates. Base compensation rates for the two executive positions are still pretty close.

Formulas for computing compensation for the two positions probably differ slightly at most companies as well, adding to the effect. "There's a tendency for marketing compensation to be based more on corporate measures," Blessington says, "and they're often bonused on corporate numbers that may go beyond their immediate area of responsibility, such as for sister divisions." Sales executives may also be doing a better job of convincing companies that their efforts impact the bottom line.

Over the long term, as demonstrated in Table 6, the trend still favors the top marketing executive—whose total pay gains from 1984 to 1989 mirrored those of executives as a whole. In contrast, pay for the typical top sales executive came to only 93% of that for all executives for the same period. Only the CFO has fared more poorly over the last five years in the rate of compensation growth.

BLACK CLOUD ON THE HORIZON

Blessington expects companies to be a little more cautious overall when it comes to executive compensation over the next few years. "I don't see anything like the 12.5% gains posted by sales and marketing executives in 1985 being repeated," he says. "Those numbers reflected post-1982 recession gains built up through 1984 and 1985. It's really a question of how the economy will move, and I don't see anything running away like that again in the near future."

If anything, Blessington says, the debt situation for many companies will have a dampening effect on executive compensation. Massive restructurings, leveraged buyouts, and megamergers are leaving more companies saddled with a debt burden that is bound to put downward pressure on compensation, particularly base compensation—a development that could hurt marketing executives more than those in sales because of the difference in their total pay that is at risk. "While the merger trend is slowing, many companies are much more highly leveraged now than before, and some companies will have problems

TABLE 1

Total Compensation Gains 1984-'89

TOP SALES & MARKETING EXECUTIVES

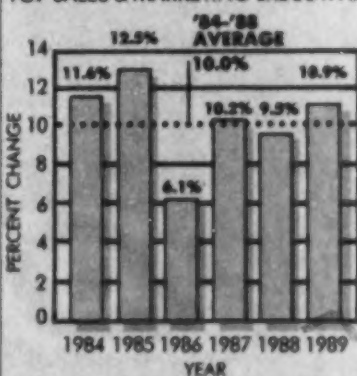


TABLE 2

Change in Total Compensation 1988-'89

PERCENT CHANGE IN TOTAL COMPENSATION

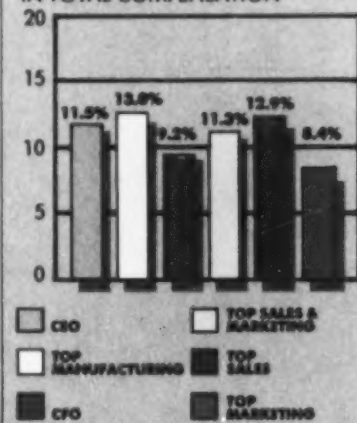
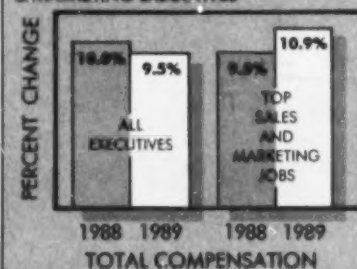


TABLE 3

1988 and 1989 Increase in Total Compensation

ALL EXECUTIVES VS. TOP SALES & MARKETING EXECUTIVES



SOURCE: Sibson & Co.

TABLE 4

1989 Base Salary by Company Size

BASE SALARY (\$000)

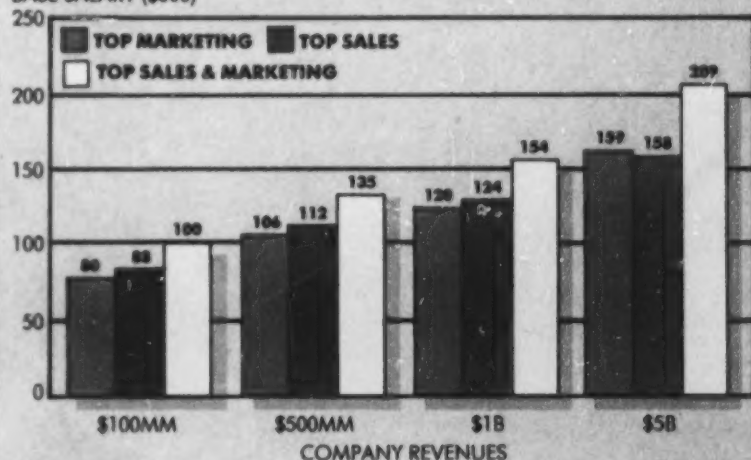


TABLE 5

1989 Total Compensation by Company Size

TOTAL COMPENSATION (\$000)

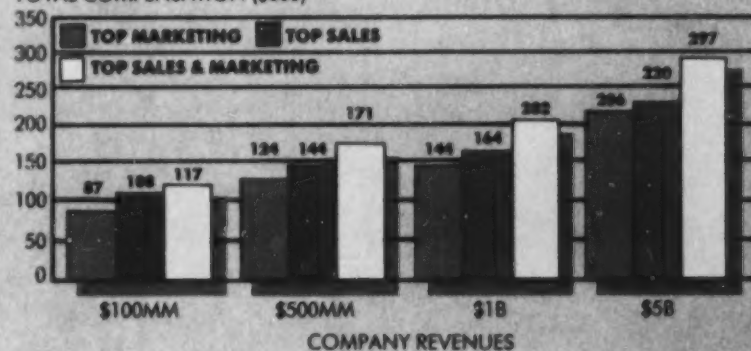
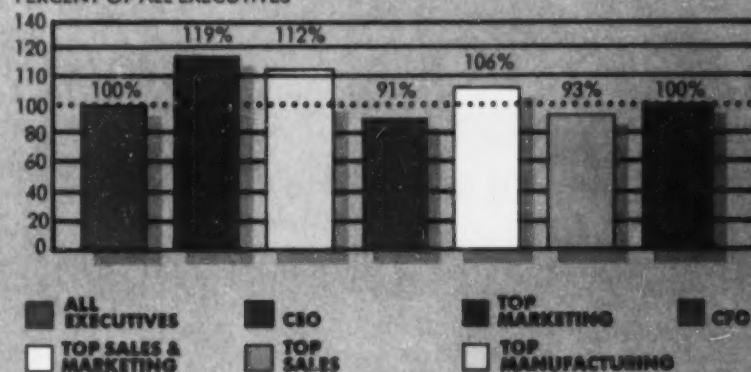


TABLE 6

Total Compensation Increases from 1984-'89

PERCENT OF ALL EXECUTIVES



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EXECUTIVE PAY

handling that debt," Blessington warns.

Food companies in particular are becoming paranoid, first about becoming acquired and second about servicing their debt once they've been acquired. "Their increases have been lower than average," says Blessington. Consumer product companies in general, he adds, have done a little better and show increases that are "less below average than food companies." Companies making electrical components and motors for the electrical power distribution industry also seem to be offering below-average increases to sales and marketing executives.

On the plus side, competition among computer and software companies for sales and marketing talent has tended to keep increases in those industries a notch or two above average. Sales and marketing executives in the printing industry have also done better than the national average.

A VARIABLE PAY PLATEAU?

Base salaries for sales and marketing executives remained relatively flat from 1988 to 1989, with some groups, in fact, suffering declines. Median base salary for a top sales and marketing executive for a \$100 million company remained at about \$100,000. Faring only slightly better, the base salary for the same position at a \$5 billion company moved from \$197,000 to \$209,000, a change of only about 6%. For the same period, base salary for a strictly sales position at a \$5 billion company fell from \$159,490 to \$158,000.

Concern over the debt picture and increased cautiousness over executive salaries in general is already evident in the slow rate of change in base salaries. That sluggish growth also points up the growing importance of variable or "at risk" pay in the compensation picture. As long as this cloudy economic picture remains current, executives' big gains will come in the form of bonuses and incentives tied to company performance.

While some analysts suggest that at risk pay for sales and marketing executives will settle in at about 20% to 25%, that estimate seems low considering the performance pressures confronting many companies—in particular those facing a towering debt load. The median percentage of pay at risk for a top sales executive according to the Sibson survey is 19%; for a top marketing executive, 12%; and for a top sales and marketing executive, 22%. Those percentages are actually far behind the pay at risk for most other members of the executive team. The typical CEO,

continued on page 48

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EXECUTIVE PAY



Charles P. Harris/Diebold

Up Close

Charles P. Harris
Vice President, U.S. Sales Group
Diebold Inc.
\$126,612

BACKGROUND: Brockway Glass Co. (1970-1973); Diebold (1973-present).

EDUCATION: BS (Political Science), Indiana University at Pennsylvania; masters studies (American Political History), Indiana University of Pennsylvania.

WHAT ATTRACTED YOU TO SALES AND MARKETING? "I made a career decision that I would much rather make a mark in sales and marketing than in law. I enjoy the competitiveness of selling, and I appreciate the quantifiable measurement of sales performance, with income, peer

recognition, and personal satisfaction tied to that measurement. And I've always enjoyed developing a sales strategy in a very competitive environment."

THE TOUGHEST PART OF THE JOB? "Motivating people to a performance level that is equal to their highest ability. And becoming skilled at providing accurate and informative communications throughout an entire sales force."

BEST ADVICE: "It's important to lead by example—by pulling rather than pushing. It's also important for young sales executives to learn to feel a vicarious sense of accomplishment in the success of subordinates, particularly if they've come out of sales themselves and are used to being in the limelight."

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EXECUTIVE PAY

Our Salary Sampler

We can't put the memory of the 1987 stock market crash behind us entirely. This year's sampler (see pages 46-47) of compensation figures for 100 sales and marketing executives—figures obtained from annual reports and proxy statements filed for 1988—provides all too clear a reminder. While the Sibson & Co. survey of executive compensation for 1988-1989 saw sales and marketing executives earning pay gains of 10.9%—the highest since 1985—the average change for the 60 executives in our sampler who are repeats from last year was considerably lower—only +9.5%.

The numbers in *Sales & Marketing Management's* sampler represent income reported for 1988, of course, and that takes us closer to the October 1987 crash than does the Sibson survey. In addition, the Sibson survey reports only on annual cash compensation—i.e., base salary, commissions, and bonuses. The pay totals reported in our sampler include all salaries, fees, bonuses, commissions, deferred compensation, and gains realized from long-term compensation vehicles, including stock options. In particular, stock options redeemed in 1988 would have suffered from the effects of the crash.

Keep in mind, also, that the names on our list are drawn from public companies and the executives listed are all among the five highest-paid people at their companies. As a result, their compensation levels may not be representative of executives with similar titles at similarly sized companies.

Retirements, terminations, job and title changes, and other factors contributed to the 40% turnover from last year's list to this. This turnover, more than the average change registered by the 60 executives whose names reappear on the S&MM sampler this year, explains the increase in the average compensation for the group overall from \$210,247 to \$261,048 (a 24% jump). Here's the average total pay of companies on our list broken down by company size:

REVENUES	AVG. COMPENSATION
\$1 billion and more	\$387,847
\$500 million to \$1 billion	237,406
\$100 million to \$500 million	202,658
Less than \$100 million	164,641

Topping the list this year—with earnings of \$1.4 million—is Robert A. Bardagy of Comdisco Inc., a computer leasing company. It should be noted, however, that the major portion of that total, some \$1.2 million, came in the form of bonuses and commissions, meaning that his base salary for 1988 amounted to only 14.3% of total compensation. Bardagy also heads the list of six computer industry executives among the top 10 earners in our sampler, underscoring the salary competition for sales and marketing executives in that industry.

Five of the top 10 earners are making encore appearances on our list, and all of them experienced total compensation gains. The biggest gainer among the top 10 was Michael H. Spindler of Apple Computer, whose total compensation increased by 67% from 1987 to 1988 while his company's net income grew by 84%.

The big winner on the list overall was G. Basil Davies of Copperweld, whose income advanced by 88.9%. Copperweld, for the same period, experienced a net income gain of 110%. The average gain, however, was a much more modest 16.9%.

Gainers far outnumbered losers on our sampler. Of the 60 individuals repeating from last year to this, only 12—or 20%—saw their income take a tumble (compared to 24% last year); the average decline was 14.5%. The unfortunate distinction of having the biggest drop in earnings, at 42.3%, belongs to Thomas C. Parise of Inter Tel, a telephone equipment manufacturing firm that also saw its net income drop by 22%.

If nothing else, these figures might suggest that perhaps there's something to this pay-for-performance business, after all.

EXECUTIVE PAY

NAME & TITLE	COMPANY/INDUSTRY	'88 SALES (MIL.)	'88 NET (MIL.)	% CHANGE (87-88) PROFIT	COMPENSATION
Robert A. Bardagy , exec. v.p./pres., mktg.	Comdisco, computers	\$1,309	\$ 17	(82%)	\$1,400,000
Michael H. Spindler , sr. v.p., sales & mktg.	Apple Computer, computers	4,071	400	84	792,000
C. Fred Rice , sr. exec. v.p., mktg. & real estate	I.C.H. Corp., insurance	2,885	43	(41)	700,476
Michael S. Swavely , v.p., sales & mktg.	Compaq Computer Corp., computers	2,066	255	87	600,000
Cathleen P. Black , exec. v.p., mktg./pub., USA Today	Gannett Company, Inc., communications	3,314	364	14	585,000
John J. Shields , sr. v.p., sales & svcs.	Digital Equipment Corp., computers	11,475	1,306	15	525,810
John F. Smith , sr. v.p., eng., mfg. & prod. mktg.	Digital Equipment Corp., computers	11,475	1,306	15	519,605
Norman A. Myers , vice chmn./chief mktg. officer & dir.	Browning-Ferris Industries, Inc., waste disposal	2,067	227	32	502,700
Wayland R. Hicks , exec. v.p., mktg. & cust. oper.	Xerox Corp., office equipment	16,441	388	(33)	500,582
James E. Hennessy , exec. v.p., mktg. & tech.	Nynex, telecommunications	12,661	1,315	3	468,300
Barry A. Shier , exec. v.p., mktg. & hotel oper.	Golden Nugget, Inc., casinos, hotels & restaurants	175	(8)	(106)	465,610
Michael A. Smilow , exec. v.p., mktg. & cust. svcs.	Fannie Mae, mortgages	837	507	35	424,201
James F. Bunker , exec. v.p., chief strat. officer/ sr. v.p., corp. mktg.	M/A-Com, Inc., electronic components	424	18	*	400,000
Robert E. Powell , v.p. mktg./v.p. sales, Inland Steel	Inland Steel Industries, steel mfg.	4,068	262	81	377,500
Stephen A. Schwartz , exec. v.p., mktg. & prod. dev.	Hasbro, toys	1,358	72	50	373,050
Duane H. Floyd , sr. v.p., direct sales	Inter Tel, telephone equipment	63	1.8	(22)	370,377
Robert G. Avis , exec. v.p./dir. sales & mktg. div.	A.G. Edwards, Inc., securities, commod.	504	36	(33)	364,664
William R. Fields , exec. v.p., merch. & sales	Wal-Mart Stores, Inc., retail	15,959	627	39	350,000
Harley L. Tonnison , sr. v.p., mktg.	Marion Laboratories, pharmaceuticals	752	150	55	342,975
Roger C. Beach , sr. v.p./pres., refining & mktg. div.	Unocal, gasolines	10,085	480	165	330,988
Earl B. Reed , sr. v.p., mktg.	Snap-on Tools Corp., hardware	855	113	28	325,579
Stephen J. Zelenick , sr. v.p./chief mktg. exec.	Advanced Micro Devices, Inc., computer equipment	1,126	19	*	308,182
C.V. Sfinetti , sr. v.p., sales & mktg./pres., Enterprise div.	Campbell Soup Company, food products	4,869	274	11	307,514
Wallace O. Laub , exec. v.p., mktg.	National Education Corp., vocational training & publishing	457	46	*	298,120
Ronald O. Cox , group v.p., mktg.	William Wrigley Jr. Co., confections	891	87	24	289,620
Randall Mallin , v.p., mktg./exec. v.p. mktg., USAir	US Air Group, Inc., airlines	5,707	165	(15)	286,223
Gerald L. Peterson , sr. v.p./gen. mgr., sales & mktg.	Tandem Computers Inc., computers	1,315	94	(10)	279,081
Melvin J. Sellen , group v.p., sales	Analog Devices, Inc., digital & data equipment	439	52	102	277,826
G. Basil Davies , v.p., sales & mktg.	Copperweld, metal materials	294	21	110**	277,796
Robert W. Burdick , sr. v.p., mktg.	Yellow Freight System, Inc. of Delaware, motor carrier	2,016	69	67	277,250
Thomas R. Oliver , sr. v.p., sales & cust. svc.	Federal Express Corp., air express	3,883	188	386	275,865
Raymond Fortune , sr. v.p., sales planning	Data General, computer systems	1,365	(16)	*	273,226
Donald Wray , sr. v.p., sales & mktg.	Tyson Foods, Inc., poultry and food products	1,936	81	20	271,960
Gerard B. Chadwick , v.p., mktg.	Standard Register Co., business forms	675	38	(6)	259,932
William D. Hard , sr. v.p., N.A. sales	Bandag Corp., rubber products	491	70	12	252,237
W. Roger Curry , sr. v.p., mktg.	Consolidated Freightways, transportation	2,689	113	52	242,148
Jon C. Logue , exec. v.p., mktg.	Salem Carpet Mills, carpets	403	8	50	241,272
James E. Powers , exec. v.p., sales	Handyman Co., phonographic records, tapes, books	532	33	31	240,000
A. Paul Mueller , v.p., sales; dir.	Laclede Steel Company, steel processing	307	17	110	239,026
Dale E. Valvo , sr. v.p., retail mktg.	Harken Energy Corp., oil & gas	747	6	88	232,900
Patrick W. Rooney , v.p., tire mktg.	Cooper Tire & Rubber Co., rubber products	748	41	34	229,428
Patrick H. Norton , sr. v.p., sales & mktg.; dir.	La-Z-Boy Chair Corp., upholstered furniture	487	26	7	227,151
Ronald R. Wambolt , sr. v.p., dir., worldwide sales	John Fluke Mfg., electronic equipment	225	12	519	225,855
Robert W. Ready , ** v.p., mktg.	Recognition Equipment, computer systems	261	(16)	(214)	224,042
Richard E. Sayers , v.p., bus. mktg./pres., Rochester Tel Bns. Mktg. Co.	Rochester Telephone Corp., telecommunications	479	51	21	217,760
Theodore M. Solso , v.p. mktg. & gen. mgr.	Cummins Engine Co., Inc., diesel engines	3,310	(63)	(556)	216,250
Lorin M. Spak , sr. v.p., mktg.	Wallace Computer Svcs., business forms	583	32	22	214,268
Eugene H. Levering , sr. v.p., sales	Noxell Corp., cosmetics, chili ingredients	528	51	17	211,794
B.K. Jacob , sr. v.p., mktg.	Modine, heat transfer equipment	395	25	27	210,200
Larry A. Kushida , v.p., auto sales	A. Schulman Inc., plastic resins	598	28	40	209,500
Peter M. Troup , sr. v.p., mktg.	Noxell Corp., cosmetics, chili ingredients	528	51	17	205,972
Chif Blake , v.p. mktg.	CyCare Systems, medical information & processing	84	0.5	(87)	203,000
John J. Smith , v.p., sales & mktg.	Tullex Corp., knit fabric & yarns	339	21	(26)	202,725
Donald L. Parker , mktg. dev. & passenger svcs.	Pon Am, airlines	3,569	(73)	*	195,000
Robert T. Spittel , sr. v.p., sales & mktg.	Goody Products, hair accessories, sunglasses, cosmetic bags	218	5	(56)	194,688

NAME & TITLE	COMPANY/INDUSTRY	'88 SALES (MIL.)	'88 NET (MIL.)	% CHANGE (87-88) PROFIT	COMPENSATION
James D. Oberlander , corp. v.p., mktg.	Thomas & Betts, electronic equipment	515	59	21	185,016
John V. Bickford , pres., Westmorland Coal Sales Co.	Westmorland Coal, bituminous coal	593	62	(2)	180,000
R.L. deKozan , v.p., mktg.	Cubic Corp., training systems, electronic equipment	373	13	62	177,664
Edward H. Goodstone , exec. v.p., mktg.	USLife Corp., life insurance & investment advisory	1,279	71	(11)	176,677
Paul J. Trosch , sr. v.p., sales & mktg.	Duplex Products, business forms	298	10	(12)	173,200
Durwood W. French , sr. v.p./dir. of mktg.	Galaxy Carpet Mills, carpets	273	1	(75)	170,500
Dean A. Frenz , v.p., sales	L.B. Foster Company, oil & construction equipment	262	11	(51)	164,346
Steven Brown , v.p., mktg.	Standard Motor Products, automotive & air-conditioner parts	398	9	(43)	163,100
G.T. Beckley , v.p., mktg.	Consolidated Papers, Inc., papers & containers	897	150	57	162,282
Kent W. Freudenberg , exec. v.p., mktg. div.	Airborne Freight, air freight	768	7	19	159,943
Thomas F. Reynolds, Jr. , exec. v.p., sales & mktg.	Glenmore Distilleries, distilled bev.	144	0.2	(99)	157,938
David Sohm , v.p., mktg. & bus. dev.	Ask Computer Systems, computer software	142	11	35	149,632
Robert L. Aitchison , v.p., mktg.	Alco Health Services, pharmaceuticals	2,058	20	12	149,019
Timothy D. Peterson , v.p., mktg. & int'l.	Kysor Industrial, engine systems, air conditioning	239	10	(17)	147,055
Donald W. Perkins , sr. v.p./sales & processing dir.	Cagle's, poultry products	132	(4)	(182)	146,819
Thomas C. Parise , sr. v.p., wholesale sales	Inter Tel, telephone equipment	63	2	(22)	146,200
Donald L. McDougall , v.p., sales & mktg. svc.	Floating Point Systems, computers	71	(26)	*	145,903
Carl S. Watts , v.p., sales & mktg., Tastykake, Inc.	Tasty Baking Company, cakes, pies & graphic art supplies	264	9	23	145,000
Maurice E. Jacques , v.p., sales & mktg.; dir.	Varco International, Inc., oil tools	69	2	*	141,250
Theodore W. Atkins , exec. v.p., sales & mktg.	Baldor Electric, electric motors	243	11	53	139,609
Gerald E. Barber , v.p., mktg.	Nash-Finch Co., food & non-food products	2,097	18	(2)	137,726
Harold R. Dombrowski , v.p., sales	Douglas & Lomason, automotive equipment	325	(4)	(164)	136,834
Willie P. Osborn , v.p., sales & mktg.	CTS Corp., electronic components	276	(4)	(134)	135,976
Robert W. Cordy , v.p., sales & mktg.	Carpenter Technology Corp., specialty metals	556	24	442	135,416
Alfred D. Veale , v.p., dist. sales	A. Schulman, Inc., plastic resins	598	28	40	130,000
W. Anthony Huffman , v.p., mktg.	Huffy Corp., bicycles, basketball equip., juvenile products	336	5	(55)	127,810
Charles B. Harris , v.p., U.S. sales & mktg.	Diebold, Inc., automated transaction systems & security equipment	451	36	0.2	126,612
Samuel L. Greene , v.p., int'l. sales	Terminal Data, computers & microfilm	27	(2)	(1,063)	126,519
M.D. Tolbori , v.p./gen. mgr., Nat'l. West	National Sanitary Supply, soaps, sanitary chemicals	179	5	56	124,779
Paul A. Thompson , v.p., sales	WD-40, lubricants	80	16	41	124,220
Vincent S. Hughes , v.p., utility sales & dir.	Hughes Supply, Inc., electrical equipment	432	9	34	124,116
Norman D. Hoffman , v.p., int'l. div./v.p., petroleum mktg. systems	Tokheim Corp., gasoline service station equipment	203	11	(2)	123,893
James R. Eaton , sr. v.p., mktg.	Carolina Freight Co., trucking	650	10	16	123,250
Michael J. McKenna , sr. v.p., sales	Crown Cork & Seal Co., cans, metal machinery	1,834	93	6	122,231
Bryan A. Hayes , v.p., sales & mktg.	Winnebago Industries, motor homes, vans	425	(0.4)	*	121,779
Carl Watson , pres. & COO/exec. v.p., mktg. & dir.	Noland Company, plumbing, heating	461	5	(22)	120,377
James F. Crowe , sr. v.p., mktg.	United Illuminating, electricity	519	79	809	119,500
Wilton L. Parr , sr. v.p., mktg.	Piedmont Natural Gas, energy	399	22	16	118,461
Keith M. Wright , v.p., mktg.	Bohemia, Inc., construction materials	223	(12)	(226)	117,671
Glenn B. Rogers , sr. v.p., gas supply & mktg.	United Cities Gas Company, natural gas & propane	169	7	27	117,172
John T. Theriault , v.p., sales & mktg.	Ingredient Technology, chemicals, electronic controls, food & pharmaceuticals	290	199	31	115,100
Robert M. Hill , v.p., mktg.	Tacoma Boatbuilding Company, marine vessels	36	0.4	2,082	113,492
Boger D. Quana , v.p., mktg. & Northfield West	Sheldahl, Inc., electronic components	84	1	51	110,608
Al Burshtan , exec. v.p., mktg.	Super Food Services, groceries	1,573	15	22	109,230
Thomas J. Schnellberg , v.p., sales	Sheldahl, Inc., electronic components	84	1	51	107,461

Research by Bristol Voss, Melissa Campanelli, and Barbara Guthrie.

* Loss shown in 1987.

** Reflects sales of assets due to restructuring.

*** Indicted on charges of conspiracy to defraud government.

† Retired.

†† Company merged to become Crompton & Knowles.

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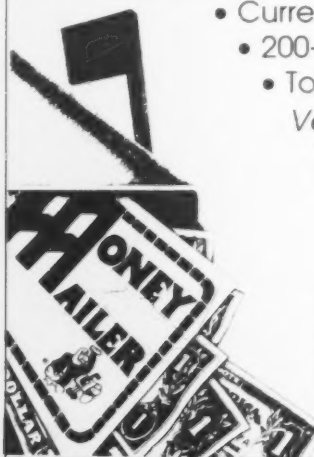
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EXECUTIVE PAY

for instance, has 34% of his pay leveraged; a CFO, 28%; and a top manufacturing executive, 27%. One of the reasons for this disparity is that total compensation for these executives far outdistances the total for those in sales and marketing.

Given the reasons for caution already discussed, it's likely we'll see a further growth of the at risk portion of sales executives' pay over the next few years, bringing it close to the 25% level if not beyond, at least for executives bearing top sales and top sales and marketing titles. Variable pay for the top marketing executive has a lot more ground to cover, however, and is more likely to top off at around 20%.

What can sales and marketing executives expect next year? "Market value will continue to be a factor in compensation growth for sales and marketing executives," Blessington says, "and should be a positive influence next year. We are predicting some surprises, however: Companies that have big debt problems will hold compensation down in order to service the debt or to hold the line while the company is being sold."

As a result, "For next year we're predicting increases in total compensation for sales and marketing executives of below 10%—but not far below—about 9.7%," Blessington says. "In fact, we expect to see more of a 'corrugated' economy over the next few years, with compensation rates waffling up and down more predictably each year around 10%—from 10.9% this year, to 9.7% next year, and back up to maybe 10.5% in the year following." □

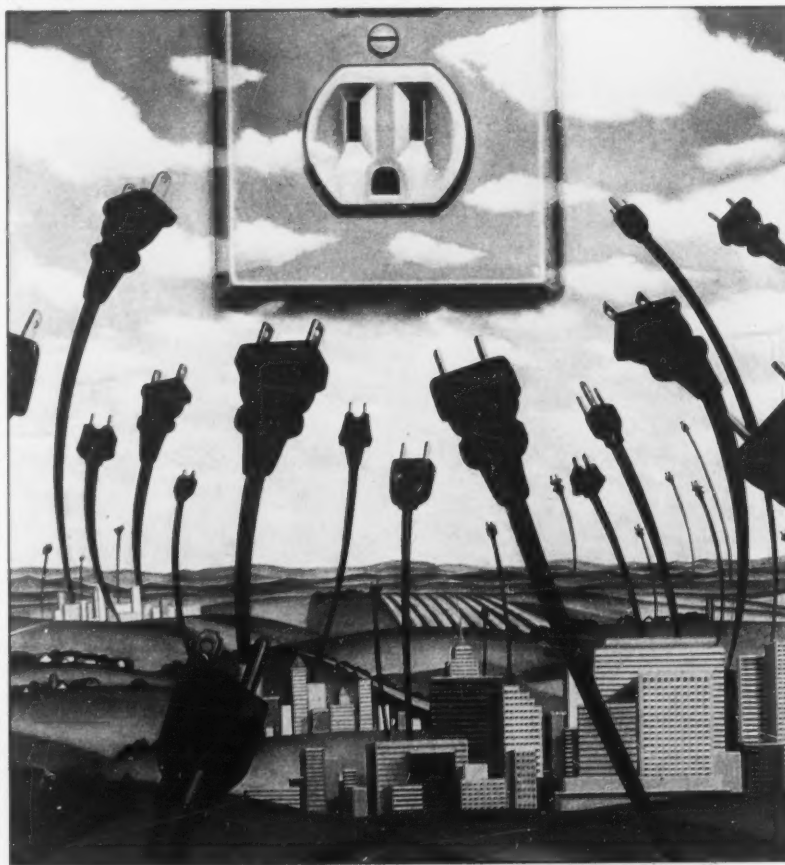
This year's survey of compensation levels for sales and marketing executives was prepared for Sales & Marketing Management by Sibson & Co., compensation consultants based in Princeton, N.J., and was drawn from Sibson's annual survey of executive compensation, conducted in June and July 1989.

Survey Datafact

DOWNS-EAST MOVING UP

Only six states located east of the Mississippi and north of the Sunbelt are projected to record gains in their Buying Power Index (BPI) over the next five years. Of these six, three are smack in the heart of New England—New Hampshire, Maine, and Vermont.

SOURCE: SEAHAM'S 1989 SURVEY OF BUYING POWER—PART II



THE NATION'S TOP 100 MARKETS

A second generation of Sunbelt markets
enters metro-area maturity.

According to a number of population pundits, it was only a matter of time before the 20-year cycle of growth in major Sunbelt metros reached the saturation point, leaving the door open for other markets—possibly those in the North and East—to step in and take up some of the statistical slack. As it turns out, they were only half right.

While data from S&MM's survey issues clearly show that growth in certain southern and western metros has slowed in recent years, it is not the northern markets that are reaping the resultant rewards. Instead, a second generation of Sunbelt metros—places like San Diego, Phoenix, Riverside-San Bernardino, Orlando, Fort Worth-Arlington, and Sacramento—are now on the verge of becoming tomorrow's hot-

test growth markets, eclipsing gains posted by long-time stalwarts like Los Angeles, Houston, and Atlanta.

These are just some of the insights to be gained from this year's profile of the nation's top 100 metro markets, which includes selected data from S&MM's *Survey of Buying Power*, *Survey of Buying Power-Part II*, and *Survey of Selling Costs*. A look at current and projected figures for three key demographic and socioeconomic characteristics reveals that these 100 markets account for roughly two-thirds of the nation's population, income, and retail sales, a fact that's all the more impressive when you consider that this list comprises less than one-third of the nation's 319 metropolitan areas.

When S&MM began publishing

market data back in 1928, there was no such thing as a metropolitan area, and in 1946, when the Census Bureau debuted its fledgling system of "Metropolitan County Areas," there were only 138 such markets nationwide. With the "urbanization" of America during the post-war years, however, the number of metros expanded rapidly.

Although this is just a small sample of the myriad data S&MM compiles each year for all the nation's 319 metro areas, 3,138 counties, and more than 800 major cities, these profiles provide a quick snapshot of how the largest 100 markets stack up in terms of size, costs, earnings, and expenditures, allowing marketers to uncover the "movers and shakers" in the realm of metro-area buying power. ▶

IMAGE BANK/DANIEL KIRK

DEMOGRAPHICS

Rank	Metro Market	POPULATION			INCOME		RETAIL SALES			BUYING POWER INDEX		PER-DWELL		
		Total 1988	Total 1993	% Change 1988-93	Black (1988)	Hispanic (1988)	Average Household IN 1988	Average Household IN 1993	Total Retail Index (1988)	Total Retail Index (1993)	% Change 1988-93	BPI (U.S. = 100,000) 1988	BPI (U.S. = 100,000) 1993	Black & Lodging Index
1.	Los Angeles-Long Beach	8,704.7	9,441.1	8.5%	1,126.7	2,974.1	\$40,961	\$56,607	\$59,291,182	\$89,723,055	51.3%	3,9019	3,9113	\$159.40 126
2.	New York	8,576.9	8,765.1	2.2	2,244.1	1,700.0	34,954	47,775	52,563,406	77,503,801	47.4	3,6279	3,4850	251.90 208
3.	Chicago	6,203.1	6,253.6	0.8	1,468.3	674.7	37,844	53,650	42,741,467	63,703,215	49.0	2,7058	2,6375	162.16 129
4.	Philadelphia	4,909.7	5,013.3	2.1	956.3	136.0	37,692	53,112	35,844,743	53,740,046	49.9	2,1747	2,1332	154.03 122
5.	Detroit	4,396.4	4,386.0	-0.2	921.7	82.2	34,932	50,256	30,775,120	45,566,125	48.1	1,8451	1,7938	129.34 103
6.	Washington, DC	3,729.8	4,008.5	7.5	995.1	122.1	48,038	67,178	31,471,548	49,261,513	56.5	1,9756	2,0220	202.95 161
7.	Boston-Lawrence-Salem-Lowell-Brockton	3,725.5	3,766.1	1.1	206.5	103.6	44,446	61,981	32,195,958	47,640,261	48.0	1,9099	1,8453	175.62 139
8.	Houston	3,197.1	3,422.5	7.1	630.2	601.1	33,705	48,016	23,194,911	33,137,581	42.9	1,3299	1,3324	140.61 112
9.	Atlanta	2,766.4	3,006.5	11.6	653.4	33.7	36,639	51,218	22,255,492	35,320,873	58.7	1,2407	1,3199	153.14 121
10.	Nassau-Suffolk, NY	2,669.2	2,711.0	1.6	190.7	125.4	52,748	72,038	24,431,910	35,870,452	46.9	1,4180	1,3551	167.30 133
11.	St. Louis	2,482.1	2,534.7	2.1	431.1	26.1	35,186	49,845	17,027,328	25,126,516	47.6	1,0363	1,0127	123.89 98
12.	Dallas	2,476.2	2,757.4	11.4	411.4	283.1	35,769	50,979	18,838,067	28,578,340	51.7	1,0901	1,1452	139.71 111
13.	San Diego	2,382.0	2,690.1	12.9	138.9	425.7	41,672	57,584	16,135,201	26,106,721	61.8	1,0776	1,1389	145.94 116
14.	Minneapolis-St. Paul	2,377.2	2,507.7	5.5	60.0	26.0	38,787	55,610	19,092,209	29,558,800	54.8	1,1151	1,1410	116.05 92
15.	Baltimore	2,367.4	2,456.9	3.8	606.8	24.5	36,013	49,669	15,959,646	23,654,663	48.2	.9923	.9695	142.51 113
16.	Riverside-San Bernardino	2,287.7	2,672.2	16.8	121.9	497.7	36,156	49,962	12,807,017	20,448,795	59.7	.9007	.9758	153.57 122
17.	Anaheim-Santa Ana	2,273.7	2,477.1	8.9	30.3	434.2	47,061	65,035	17,860,987	27,704,551	55.1	1,1313	1,1473	133.80 106
18.	Pittsburgh	2,109.1	2,060.0	-2.3	175.3	12.0	30,697	43,087	13,247,975	18,321,198	38.3	.8291	.7682	126.44 100
19.	Phoenix	2,057.6	2,385.3	15.9	65.5	305.3	32,545	44,952	15,473,301	25,764,109	66.5	.8796	.9651	142.05 113
20.	Tampa-St. Petersburg-Clearwater	2,033.1	2,270.0	11.7	200.0	116.4	29,615	41,628	14,783,567	23,935,455	61.9	.8523	.9084	125.56 100
21.	Oakland	2,009.1	2,145.9	6.8	315.7	258.0	44,219	61,180	14,699,893	22,601,213	53.8	.9928	.9963	138.17 110
22.	Newark	1,902.7	1,917.7	0.8	447.0	156.4	46,609	65,449	13,135,365	19,202,856	46.2	.9224	.8882	141.56 112
23.	Cleveland	1,853.9	1,824.6	-1.6	360.7	27.1	32,274	46,282	12,990,892	18,791,800	44.7	.7683	.7339	117.61 93
24.	Miami-Hialeah	1,850.4	1,907.0	7.4	381.3	803.9	32,157	45,277	16,170,088	25,224,419	56.0	.8181	.8377	137.94 109
25.	Seattle	1,842.5	1,975.3	7.2	70.6	38.9	40,221	56,845	14,380,428	22,299,521	55.1	.9033	.9287	122.59 97
26.	Denver	1,684.5	1,823.4	8.2	89.9	187.9	33,898	49,337	11,641,766	17,065,768	46.6	.7286	.7419	144.57 115
27.	San Francisco	1,605.5	1,673.3	4.2	134.4	215.2	46,218	63,809	15,811,806	23,633,661	49.5	.9286	.9058	189.79 151
28.	Kansas City, MO-KS	1,567.6	1,637.8	4.5	197.3	39.3	35,265	50,093	11,426,454	17,192,220	50.5	.6790	.6805	118.73 94
29.	Cincinnati	1,442.7	1,468.5	1.2	184.3	8.7	32,910	47,467	9,968,101	15,054,835	51.0	.5925	.5868	121.86 97
30.	San Jose	1,437.4	1,518.0	5.6	50.7	299.1	51,455	71,105	11,385,809	17,087,965	50.1	.7518	.7374	137.30 109
31.	Milwaukee	1,401.3	1,396.3	-0.4	165.3	37.5	34,636	50,081	9,863,013	14,539,190	47.4	.5977	.5808	101.96 81
32.	Sacramento	1,398.2	1,568.2	12.2	84.3	159.2	37,407	51,706	9,525,096	15,104,910	58.6	.6190	.6477	109.58 87
33.	Norfolk-Virginia Beach-Newport News, VA	1,372.3	1,476.9	7.6	392.3	24.2	34,700	48,917	9,184,171	14,318,969	55.9	.5455	.5620	102.29 81
34.	Columbus, OH	1,334.9	1,379.0	3.3	155.4	9.5	30,834	44,169	9,234,114	14,035,107	52.0	.5371	.5392	118.79 94
35.	New Orleans	1,324.4	1,348.8	1.8	443.7	53.6	26,730	39,924	8,983,276	13,352,455	48.6	.4850	.4859	139.58 111
36.	San Antonio	1,298.2	1,424.2	9.7	96.0	667.0	29,279	41,681	7,467,182	10,995,380	47.2	.4529	.4674	134.01 106
37.	Bergen-Passaic, NJ	1,295.7	1,299.8	0.3	101.8	115.6	50,566	70,691	12,316,648	18,069,022	46.7	.7297	.6995	N.A. N.A.
38.	Fort Worth-Arlington	1,277.8	1,458.5	14.1	141.4	117.1	33,495	47,667	8,874,670	13,574,495	53.0	.5248	.5616	115.48 92
39.	Indianapolis	1,243.4	1,278.6	2.8	182.2	10.1	32,434	47,196	9,051,225	13,780,866	52.3	.5128	.5168	108.54 86
40.	Fort Lauderdale-Hollywood-Pompano Beach	1,214.3	1,330.6	9.6	154.7	54.6	35,575	50,088	11,186,879	17,958,525	60.5	.6085	.6397	154.42 122
41.	Portland, OR	1,179.3	1,212.9	2.8	34.9	28.1	33,096	50,041	8,944,810	13,857,028	54.9	.5123	.5280	102.27 81
42.	Hartford-New Britain-Middletown-Bristol	1,117.4	1,153.1	3.2	84.9	52.8	42,970	60,302	9,342,838	14,122,902	51.2	.5538	.5478	153.43 122
43.	Charlotte-Gastonia-Rock Hill, NC-SC	1,113.1	1,193.1	7.2	239.3	9.7	31,722	45,203	8,136,005	12,953,805	59.2	.4567	.4762	140.35 111
44.	Salt Lake City-Ogden	1,068.5	1,143.2	7.0	9.2	55.8	30,093	44,840	6,415,645	10,116,187	57.7	.3738	.3931	106.08 84
45.	Rochester, NY	993.3	1,002.1	0.9	90.3	22.7	36,263	49,545	6,705,230	9,693,439	44.6	.4215	.3990	118.25 94
46.	Orlando	989.7	1,151.3	16.3	130.3	40.7	32,809	46,173	8,130,784	13,717,100	68.7	.4316	.4805	136.80 109
47.	Monmouth-Ocean, NJ	987.0	1,068.0	8.2	66.4	30.5	44,977	62,891	7,548,537	11,954,112	58.4	.4939	.5111	N.A. N.A.
48.	Nashville	985.0	1,063.9	8.0	162.4	7.9	33,040	48,314	6,288,127	9,644,396	53.4	.3959	.4146	123.31 98
49.	Oklahoma City	983.8	1,045.8	6.3	91.3	24.0	26,669	38,623	7,377,849	10,520,117	42.6	.3788	.3782	100.72 80
50.	Memphis	981.2	1,015.3	3.5	409.6	10.2	29,157	42,587	6,849,134	10,614,466	55.0	.3742	.3814	95.87 76
51.	Middlesex-Somerset-Huntingdon, NJ	978.6	1,034.7	5.7	55.1	52.7	51,514	72,197	8,093,444	12,549,254	55.1	.5702	.5273	N.A. N.A.
52.	Louisville	968.3	966.5	-0.2	128.7	6.2	30,273	45,020	7,105,104	10,615,641	49.4	.3873	.3840	94.75 75
53.	Buffalo	966.1	942.2	-2.5	111.6	15.8	31,339	42,836	6,110,235	8,615,269	41.0	.3739	.3435	118.68 94
54.	Dayton-Springfield, OH	940.0	933.2	-0.7	126.9	7.8	31,444	45,034	5,975,710	8,626,874	44.4	.3728	.3578	113.67 90
55.	Birmingham	934.9	958.9	2.6	268.7	6.4	27,025	38,936	5,266,623	7,754,058	47.2	.3295	.3259	94.77 75
56.	Greensboro-Winston-Salem-High Point, NC	932.7	976.7	4.7	190.5	6.9	31,308	44,497	6,723,213	10,390,568	54.5	.3828	.3886	112.15 89
57.	Jacksonville, FL	918.0	1,021.3	11.3	204.3	18.9	31,780	44,750	5,981,874	9,233,454	54.4	.3644	.3826	106.72 85

Rank	Metro Market	POPULATION				INCOME		RETAIL SALES		BUYING POWER INDEX		PER-DIEM			
		Total 1988	1993	% Change 1988-93	Black (1988)	Hispanic (1988)	Average Household EBI 1988	1993	Total Retail Sales (\$000) 1988	1993	% Change 1988-93	BPI (U.S. = 100.0000) 1988	1993	Meals & Lodging	Index
58.	Providence-Fawccket- Woonsocket, RI	908.7	933.0	2.7	30.0	21.7	34,766	49,843	6,377,299	9,660,119	51.5	.3805	.3781	122.57	97
59.	Albany-Schenectady-Troy	857.7	870.2	1.5	34.9	10.4	34,434	47,086	6,254,323	9,129,441	46.0	.3664	.3498	116.33	92
60.	Honolulu	844.3	881.8	4.4	18.4	60.8	42,864	60,618	5,803,985	8,743,454	50.6	.3617	.3630	N.A.	N.A.
61.	Richmond-Petersburg, VA	843.4	893.0	5.9	246.5	8.1	36,708	51,879	6,546,647	10,141,386	54.9	.3724	.3780	140.74	112
62.	West Palm Beach-Boca Raton-Delray Beach	835.8	972.7	16.4	118.8	47.5	37,070	53,317	7,380,468	12,599,356	70.7	.4259	.4758	147.93	117
63.	Bridgeport-Stamford- Norwalk-Danbury, CT	830.9	843.2	1.5	74.8	52.7	56,076	78,675	8,315,406	12,349,490	48.5	.4938	.4795	157.02	125
64.	New Haven-Waterbury- Meriden, CT	793.6	810.3	2.1	76.9	31.7	41,677	58,470	6,160,142	9,221,740	49.7	.3779	.3698	113.14	90
65.	Tulsa, OK	747.4	793.1	6.1	57.9	12.0	26,264	37,992	4,429,594	6,159,067	39.0	.2653	.2636	103.42	82
66.	Austin	746.1	867.3	16.2	72.8	157.8	31,525	44,863	4,893,532	7,528,567	53.8	.2972	.3239	123.52	98
67.	Scranton-Wilkes- Barre, PA	736.4	738.7	0.3	5.1	3.5	28,134	39,525	4,655,419	6,763,180	45.3	.2749	.2634	N.A.	N.A.
68.	Raleigh-Durham, NC	688.0	762.4	10.8	190.6	6.3	34,902	49,680	4,795,120	7,782,046	62.3	.2948	.3170	104.11	83
69.	Worcester-Fitchburg- Leominster, MA	677.6	696.3	2.8	10.8	16.2	38,497	53,720	4,451,060	6,705,253	50.6	.2934	.2883	131.63	104
70.	Allentown-Bethlehem, PA	674.3	694.9	3.1	11.3	10.4	33,734	47,342	4,620,814	6,871,497	48.7	.2822	.2778	110.25	87
71.	Grand Rapids, MI	665.7	697.5	4.8	40.0	17.8	34,367	49,315	4,708,521	7,260,616	54.5	.2758	.2811	112.55	89
72.	Syracuse, NY	651.4	652.8	0.2	34.5	6.6	33,946	46,411	4,305,309	6,211,933	44.3	.2626	.2476	110.06	87
73.	Tucson	650.0	717.1	10.3	17.7	154.6	26,940	37,207	4,272,629	6,841,967	60.1	.2446	.2564	119.91	95
74.	Akron	649.5	638.3	-1.7	62.5	3.7	30,618	43,871	4,835,493	5,741,461	42.3	.2495	.2367	106.01	84
75.	Oxnard-Ventura, CA	645.1	710.3	10.1	12.0	166.7	46,533	64,305	3,864,453	5,943,837	53.8	.2848	.2911	123.77	98
76.	Las Vegas	642.0	745.0	16.0	70.8	51.7	31,781	45,974	4,784,603	7,551,552	57.8	.2751	.3032	101.02	80
77.	Crownville- Spartanburg, SC	625.4	654.5	4.7	114.5	5.2	27,274	39,179	4,144,892	6,428,500	55.1	.2319	.2365	111.53	88
78.	Gary-Hammond	624.3	615.3	-1.4	135.5	47.8	29,931	43,540	4,007,967	5,872,605	46.5	.2302	.2223	N.A.	N.A.
79.	Omaha	622.8	638.7	2.6	49.8	13.8	35,758	51,492	4,402,049	6,587,801	49.7	.2664	.2639	86.99	68
80.	Toledo	615.6	612.4	-0.5	69.9	17.9	31,175	44,674	4,768,305	7,016,535	47.1	.2560	.2475	105.04	83
81.	Fresno, CA	613.7	669.2	9.0	35.8	212.6	35,174	48,407	3,524,233	5,131,924	45.6	.2400	.2416	101.10	80
82.	Knoxville, TN	605.7	625.8	3.3	38.7	4.4	28,176	41,067	4,684,582	7,222,920	54.2	.2436	.2483	103.48	82
83.	Springfield, MA	590.9	596.6	1.0	36.1	27.4	34,910	48,720	4,467,247	6,595,103	47.6	.2541	.2454	116.69	93
84.	Harrisburg-Lebanon- Carlisle, PA	588.4	604.8	2.8	38.4	7.2	34,026	47,757	4,850,710	7,305,155	50.6	.2627	.2594	N.A.	N.A.
85.	El Paso	579.7	633.9	9.3	24.0	403.8	26,336	37,486	2,687,880	3,873,327	44.1	.1708	.1744	123.31	98
86.	Wilmington, DE	564.7	586.7	3.9	87.0	10.8	38,447	54,172	4,121,303	6,228,872	51.1	.2409	.2481	134.53	107
87.	Tacoma, WA	555.9	593.1	6.7	34.6	15.7	27,944	39,522	3,392,124	5,346,113	57.6	.2828	.2891	N.A.	N.A.
88.	Jersey City, NJ	546.5	540.2	-1.2	78.2	171.3	31,836	44,590	3,144,366	4,553,403	44.8	.2122	.2807	N.A.	N.A.
89.	Baton Rouge	543.2	563.2	3.7	157.9	9.5	28,134	41,753	3,406,026	4,994,231	46.6	.1924	.1942	N.A.	N.A.
90.	Little Rock- North Little Rock	521.8	545.2	4.5	103.4	4.7	30,766	44,301	3,477,962	5,248,299	50.9	.2021	.2039	94.22	75
91.	Bakersfield, CA	519.4	585.4	12.7	27.3	135.0	34,825	48,125	3,052,181	4,583,500	50.2	.2020	.2094	N.A.	N.A.
92.	Charleston, SC	513.6	552.5	7.6	164.6	8.3	27,801	39,799	3,053,705	4,678,234	53.2	.1774	.1831	107.68	85
93.	Youngstown-Warren, OH	508.4	495.8	-2.5	57.7	7.0	29,417	42,126	2,990,073	4,109,007	40.1	.1875	.1760	N.A.	N.A.
94.	New Bedford-Fall River- Attleboro, MA	500.3	516.3	3.2	8.9	12.0	33,151	46,265	4,050,153	6,122,788	51.2	.2147	.2121	N.A.	N.A.
95.	Lake County, IL	498.3	528.9	6.1	35.2	28.6	47,856	67,650	3,768,744	5,907,635	57.1	.2394	.2460	N.A.	N.A.
96.	Albuquerque	497.0	540.6	8.8	11.9	202.2	27,599	39,067	3,551,958	5,560,935	56.6	.1914	.1992	107.30	85
97.	Mobile, AL	488.1	509.8	4.4	150.0	5.3	27,432	39,512	3,013,912	4,705,244	54.6	.1753	.1785	N.A.	N.A.
98.	Stockton, CA	467.2	540.6	15.7	24.6	187.3	33,548	46,356	2,537,682	4,009,021	58.0	.1718	.1819	N.A.	N.A.
99.	Columbia, SC	465.8	498.3	7.0	134.6	6.4	32,602	46,758	2,896,195	4,533,429	56.5	.1812	.1882	104.11	83
100.	Johnson City-Kingsport- Bristol, TN-VA	451.4	459.1	1.7	10.0	2.4	27,834	39,159	2,592,333	3,885,268	49.9	.1593	.1575	N.A.	N.A.

Notes: A notation of N.A. means that data for this metro were not available.

All **Population** figures are shown in thousands. **Income** data show average household Effective Buying Income. EBI is roughly equivalent to disposable or after-tax income, although Sales & Marketing Management uses the term EBI to distinguish its income figures from those produced by the federal government or other sources. **Retail Sales** figures are listed in thousands (\$000), with projections shown in current dollars. The **Buying Power Index**, or BPI, is produced through a formula that combines metro-to-national ratios of population, EBI, and retail sales, weighting them according to their relative importance. The resulting BPI figure indicates the share of total U.S. buying power accounted for by a given market. The **Per-Diem Meals & Lodging** figure combines the average cost of three meals and a single night's lodging, providing a basic indicator of daily field operating expenses in each market. The **Per-Diem Index** indicates where a metro's combined daily meal and lodging costs stand in relation to the U.S. average of \$125.28 (or 100 on the Per-Diem Index scale). For example, a market with a PDI of 123 has meal and lodging costs that are roughly 23% higher than the U.S. average.

SOURCE: Sales & Marketing Management; 1989 Survey of Selling Costs, 1989 Survey of Buying Power, and 1989 Survey of Buying Power-Part II.

COMPUTERS

PCs MAKE INROADS, YET HOLDOUTS PERSIST

BY THAYER C. TAYLOR,
SENIOR EDITOR

The personal computer (PC) is winning the fight against rising selling costs hands down. Marketers who have outfitted their sales forces with PCs claim a 20% gain in productivity for 1988, according to *Sales & Marketing Management's* third annual survey of PC usage. This dwarfs the 4% upcreep in the cost per sales call reported by S&MM's 1989 *Survey of Selling Costs*. Other key findings, based on usable responses from 279 companies with an aggregate of more than 13,000 salespeople:

- Marketers are shifting from desktops to laptops as the vehicle for sales force automation (SFA).
- Productivity gains were sparked mostly by better management of salespeople's activities, improved customer relations, and faster follow-up.
- Costs, the learning curve, and the impact on selling time are among marketers' chief concerns.
- Marketers holding off from SFA cite lack of knowledge and management attitude among the prime roadblocks.

Convinced that portability is a necessity for computerizing the sales effort, marketers are increasingly switching from desktops to laptops. Of those companies using PCs in sales, the proportion with laptops doubled in 1987-88 to 18.8%, while the desktop ratio tumbled from 73% to 61%.

The laptop upsurge hit sales forces of all sizes. The ratio almost tripled among small companies (under 10 salespeople), spurted slightly among medium-sized companies (10-99 salespeople), and doubled among large companies (more than 100).

And the trend will accelerate this year. Survey respondents indicate that for the first time they'll buy more portables than desktops, a remarkable fact considering that portables lag in price/performance when compared to desktops.

Roughly three out of four PC users report an improvement in salesperson productivity. Smaller firms did even better, with almost four out of five experiencing such gains. According to marketers, the prime reason is that the PC enables salespeople to manage their

(TABLE 1)

Striking 20% Upbeat in Productivity

SALES FORCE SIZE	PRODUCTIVITY GAIN			
	YES	NO	UNKNOWN	MEDIAN
SMALL (UNDER 10)	78.8%	8.5%	12.7%	20%
MEDIUM (10-99)	68.1	20.7	11.2	20
LARGE (100 OR MORE)	72.7	19.2	9.1	15
TOTAL	73.4%	14.8%	11.7%	20%

(TABLE 2)

PC Applications Strengthen Customer Ties

	SALES FORCE SIZE			
	ALL COMPANIES	UNDER 10	10-99	100 OR MORE
Word processing, customer correspondence	74%	79%	66%	86%
Customer/prospect profiles	66	70	62	68
Bid/quote proposals	50	52	50	45
Lead tracking	46	53	41	32
Call reports	45	49	40	50
Sales forecasts	42	48	40	27
Sales analysis	40	39	40	45
Time/territory management	37	40	30	55
Sales presentations	37	37	35	45
Calendar scheduling	36	42	29	41
Electronic mail	35	33	34	50
Call planning	28	32	21	45
Order entry	25	23	26	27
Checking inventory/shipping status	22	20	20	45
T&E reports	15	16	13	18
Other	6	6	6	9

NOTE: Details may not add to 100% due to rounding.

SOURCE: *Sales & Marketing Management's* Third Annual Survey on PC Usage.

territories more efficiently. That means "less wasted time," says one sales manager, "more time for research and preparing proposals," a regional manager notes, and "better control of details," a marketing director adds.

Improved self-management puts customer relations on a firmer footing and is cited by respondents as the second biggest contributor to productivity. The PC provides "faster response to inquiries," notes a sales vice president, while a marketing manager cites "improved customer contact" and a Midwest regional manager says it affords "better handling of large accounts."

PC-generated information also helps solidify customer ties. "Instant availability of information creates more

opportunities," says a vice president, while a headquarters sales manager feels "access to, and use of, more in-depth data means more knowledge of the customer's business and improved ability to answer customer questions."

More efficient follow-up was the third PC benefit mentioned most frequently. "We now follow up with the appropriate method," says a national sales director, "be it letter, charts, or graphs." "Focusing follow-up activities on the right prospects" is a benefit for another marketer, while one company president points to "more timeliness and accuracy in follow-up."

Even so, for all its productivity help, the PC produces thorns as well as roses for marketers. Despite vendor in-

(TABLE 3)

Portables Gain at Expense of Desktops...

	% SHARE AMONG COMPANIES WITH PCs	% SHARE AMONG ALL COMPANIES
Desktop	60.7%	70.1%
Laptop	18.8	15.3
Desktop & laptop	17.2	12.4
Hand-held terminal	3.3	1.9

...and Dominate 1989

COMPANIES WITH PCs		
YES	NO	UNKNOWN
57.7%	38.1%	4.2%
COMPANIES WITH PCs		
Desktop	Laptop	Both
60.7%	18.8%	17.2%

NOTE: Details may not add to 100% due to rounding.

SOURCE: Sales & Marketing Management, March 1989

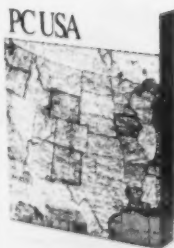
sistence that hardware and software are becoming more user-friendly, marketers cite training salespeople to get the maximum benefits from their new tool and the length of the learning curve as the two biggest problems associated with SFA. A Southeast regional manager laments "the amount and form of training needed to attain computer literacy," while a vice president complains of "the time it takes to learn DOS [disk-operating systems] software and the individual application programs."

Although the sizable productivity gains suggest more effective selling, marketers who have made the move to SFA still worry about the PC's impact on selling activities. As one marketing vice president puts it: "Some reps become computer addicts, always playing with the machine, and don't make enough calls as a result." A sales and marketing director is concerned that "overreliance may make salespeople perceive the PC as a substitute for selling," and a sales manager insists he has already noticed his people spend "more time with the machine, less time making phone calls."

One sales vice president warns against expecting too much too soon: "We used to see it as the answer to in-

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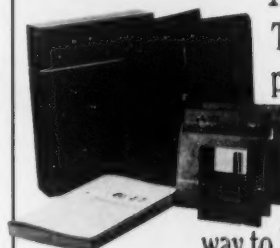
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creasing sales in the short term. We're now switching the emphasis from 'how to apply information' to 'how to use the tool.' Until you do that, the PC won't be a value-added for selling. It's an awfully large investment with returns that are basically long term."

Interestingly, marketers who have held off from introducing PCs in sales have their own concerns. Despite the fact that intense market competition and technological improvements are steadily driving PC prices down, cost and budgetary restraints are the biggest roadblocks to computerization, the holdouts insist.

Such financial barriers aren't limited to small companies. In fact, almost half the non-PC users in this survey are medium-sized or large companies.

Many marketers are stymied by a knowledge gap, the second most frequently cited hurdle to adopting SFA. "Is the PC really effective?" questions a regional sales manager. "How will it improve my sales?"

"We simply don't know enough about available products," admits a national sales manager, "how to use them and their user benefits." A company president agrees: "We just don't know anything about the software."

Top management indifference is the third most-cited roadblock to PC implementation. Typical is this general sales manager's problem: "Management won't buy PCs now because it doesn't see a need. Hell, they won't even let me get one. But we'll have them eventually." A regional sales manager fingers "apathetic management that zealously guards computer information for itself."

Skepticism about the PC's role in sales persists, too. "It just turns salespeople into order entry clerks," scoffs a general manager. "We'd rather have the office staff do the computer work." A vice president concurs: "We find it easier to track information manually." And, of course, there's the cliché, as stated by an operations director: "Salespeople are paid to sell, not manage information." Some people just never learn.

ON THE ROAD TO MORE AFFORDABLE PRESENTATIONS

Computer-generated graphics have reduced by tenfold the cost of creating slides and transparencies for use in business presentations, according to *Business Graphics Slide Equipment and Services Market*, a new study by Frost & Sullivan, a New York City research

firm. The implications for sales personnel are far reaching; the study cites marketing/sales applications as the second biggest segment (20%) of the slide-making market, which is expected to almost double by 1993. Executive/client presentations, with a 36% share, make up the biggest applications sector.

By bringing the function in-house, such programs have slashed the cost of slide-making from \$50-\$100 per slide to as little as \$10 each, says the report, enabling smaller firms to improve their presentations with high-quality slides. □

Survey Datafact

YOUTH IN UTAH

Of the 25 TV Markets with the largest numbers of kids aged 2 to 11, only the Salt Lake City ADI has a 2-11 segment that comprises more than 20% of the total population.

SOURCE: SEAMA'S 1989 SURVEY OF BUYING POWER-PART II.

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**1989 SURVEY OF
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SECTION II: TV MARKET PROFILES

SECTION III: NEWSPAPER MARKET PROFILES

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SECTION I

**USER'S GUIDE
AND
HIGHLIGHTS**

A USER'S GUIDE TO THE SURVEY OF BUYING POWER-PART II

This companion volume to our annual *Survey of Buying Power* provides marketers with data for alternative geographies like TV Markets and Newspaper Markets, as well as five-year metro market projections and merchandise line sales data.

HOW THE GUIDE IS ORGANIZED

The *Survey of Buying Power-Part II* is divided into five distinct segments, with each of the four data sections representing a necessary "second step" in the marketing process. The statistics provide information essential to forecasting and long-range planning, selecting print and broadcast media for advertising, and gauging sales potential for specific product lines. To acquaint yourself with this issue, locate the section that deals with your particular needs and take a minute to read through the outlined procedures.

- I. User's Guide and Highlights
- II. TV Market Profiles (ADIs)
- III. Newspaper Market Profiles
- IV. Metro Market Projections
- V. Merchandise Line Sales

The following explanations of each section will provide you with a better understanding of how these statistics can be used to fine-tune your marketing efforts, and the examples will help you get started toward generating the information and answers you require.

TV MARKET PROFILES

The metropolitan markets that form the basic geographic framework for the August *Survey of Buying Power* are defined according to Census Bureau criteria that look at the population and/or urbanization level of each of the nation's 3,138 counties. In all cases, metro markets are comprised of either a single (core) county, or a core county and any adjacent counties that have "a high degree of economic and social integration with that nucleus," according to the Bureau.

TV markets, or ADIs (Areas of Dominant Influence), on the other hand, are based on the more nebulous reach of broadcast signal, which means that they're sometimes made up of portions

of counties rather than whole county units. Definitions for ADIs are produced by Arbitron, the Control Data subsidiary responsible for generating ratings for broadcast media, and as a rule ADIs are generally larger than their metro-area counterparts. The New York ADI, for example, is comprised of 29 counties or portions of counties, while the New York metropolitan area is made up just 8 counties. Because of this larger scale, there are only 209 ADIs as opposed to 319 metropolitan markets.

One of the most commonly used measures of ADI potential is total population, which basically tells you how many people you'll be reaching with your TV or radio ad message. However, by utilizing the ADI data in *SBP-II*, you can further refine your choice of markets using such indicators as the ADI's share of total U.S. retail sales—data that reveal that population and spending don't always go hand in hand, as we see from this list of six similarly sized markets.

ADI	Population (Thous.)	% of U.S. Retail Sales
Fresno-Visalia	1,278.6	0.42%
Mobile-Pensacola	1,275.3	0.46
Flint-Saginaw-		
Bay City	1,266.2	0.49
Little Rock	1,255.1	0.43
Richmond	1,226.3	0.52
Jacksonville	1,226.0	0.47

What we discover through this kind of analysis is that Fresno, the largest of the six ADIs charted, has the *smallest* retail sales ratio, while two markets with virtually the same population (Richmond and Jacksonville) possess markedly different retail sales ratios. Armed with these additional insights into the comparative appeal of these markets, ad dollars can now be allocated according to the relative strength of local retail spending rather

than population alone. Using this kind of measure, Richmond and Jacksonville would receive a larger share of the ad budget than that indicated by their total population, whereas just the opposite would be true for Mobile and Fresno.

Another piece of the Survey's TV-market data that can help make ad campaigns more cost-effective is that concerning an area's racial and ethnic mix. For companies targeting black consumers, for example, a bit of quick arithmetic reveals that the 15 ADIs with black populations of 500,000 or more are home to nearly half (49.7%) of the nation's 30.6 million blacks but only 33.2% of the population as a whole. With this kind of market concentration attainable by targeting only 15 out of 209 ADIs, it's easy to see just how much time and money can be saved by eliminating unnecessary coverage.

NEWSPAPER MARKET PROFILES

Once your salespeople have been deployed in your targeted markets, it's time to address the issue of advertising support. Decisions on outlays and coverage are generally based on cost-per-thousand figures and audience demographics, but for those who want to budget more efficiently, other factors should also be utilized.

Print media are commonly bought in clusters—either the top 25 or top 50 markets, for example—and these determinations are usually based on population or household rankings. However, this method of selection overlooks a number of secondary factors, specifically those dealing with channels of distribution—the store type most commonly associated with your particular product. For example, retail sales data from the Survey's Newspaper Market Profiles in Section III reveal some interesting differences between markets that have similar population and household profiles, information that

SURVEY HIGHLIGHT

Tomorrow's Biggest Markets: The 50 Largest Metros in 1993

METRO	PROJECTED 1993 POP. (THOUS.)	PROJECTED % CHANGE 1988-93
Los Angeles-Long Beach	9,441.1	+ 8.5%
New York	8,765.1	+ 2.2
Chicago	6,253.6	+ 0.8
Philadelphia	5,013.3	+ 2.1
Detroit	4,386.0	- 0.2
Washington, DC	4,008.5	+ 7.5
Boston-Lawrence-Salem-Lowell-Brockton	3,766.1	+ 1.1
Houston	3,422.5	+ 7.1
Atlanta	3,086.5	+11.6
Dallas	2,757.4	+11.4
Nassau-Suffolk	2,711.0	+ 1.6
San Diego	2,690.1	+12.9
Riverside-San Bernardino	2,672.2	+16.8
St. Louis	2,534.7	+ 2.1
Minneapolis-St. Paul	2,507.7	+ 5.5
Anaheim-Santa Ana	2,477.1	+ 8.9
Baltimore	2,456.9	+ 3.8
Phoenix	2,385.3	+15.9
Tampa-St. Petersburg-Clearwater	2,270.0	+11.7
Oakland	2,145.9	+ 6.8
Pittsburgh	2,060.0	- 2.3
Miami-Hialeah	1,987.0	+ 7.4
Seattle	1,975.3	+ 7.2
Newark	1,917.7	+ 0.8
Cleveland	1,824.6	- 1.6
Denver	1,823.4	+ 8.2
San Francisco	1,673.3	+ 4.2
Kansas City, MO-KS	1,637.8	+ 4.5
Sacramento	1,568.2	+12.2
San Jose	1,518.0	+ 5.6
Norfolk-Virginia Beach-Newport News	1,476.9	+ 7.6
Cincinnati	1,460.5	+ 1.2
Fort Worth-Arlington	1,458.5	+14.1
San Antonio	1,424.2	+ 9.7
Milwaukee	1,396.3	- 0.4
Columbus, OH	1,379.0	+ 3.3
New Orleans	1,348.8	+ 1.8
Fort Lauderdale-Hollywood-Pompano Beach	1,330.6	+ 9.6
Bergen-Passaic	1,299.8	+ 0.3
Indianapolis	1,278.6	+ 2.8
Portland	1,212.9	+ 2.8
Charlotte-Gastonia-Rock Hill, NC-SC	1,193.1	+ 7.2
Hartford-New Britain-Middletown-Bristol	1,153.1	+ 3.2
Orlando	1,151.3	+16.3
Salt Lake City-Ogden	1,143.2	+ 7.0
Monmouth-Ocean	1,068.0	+ 8.2
Nashville	1,063.9	+ 8.0
Oklahoma City	1,045.8	+ 6.3
Middlesex-Somerset-Hunterdon	1,034.7	+ 5.7
Jacksonville, FL	1,021.3	+11.3

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power-Part II.

may affect the way your ad dollars are eventually allocated.

In this case let's look at three newspaper markets with similar household counts—Charlotte-Gastonia-Rock Hill, NC-SC, Milwaukee, WI, and Cincinnati, OH. According to the household rankings, these markets chart 31st, 32nd, and 33rd nationwide, and this being the case, one might assume they deserve roughly equal coverage in terms of ad support. However, if your product is being sold through department stores or other general merchandise-type outlets, you may find the following retail sales data to be a bit of an eye-opener.

Newspaper Mkt.	Households (Thous.)	GM Sales (\$000)
Charlotte	539.3	\$1,075,986
Milwaukee	537.5	1,307,347
Cincinnati	535.5	1,506,115

When general merchandise sales are charted alongside total households, we can easily see that these markets are not quite as similar as they might seem. The fact that Cincinnati's sales in this category exceed those of Milwaukee by nearly \$200 million indicates that the allocation of ad dollars should be heavier in Cincinnati, even though this market has fewer households overall. On the other hand, the Charlotte market's 539,300 households spend far fewer of their disposable dollars in this category than the people in either Milwaukee or Cincinnati, and with this information as a guide, adjustments to coverages can be made that reflect these differing ratios.

Change in Income Definitions

In an effort to make Effective Buying Income a more reliable and useful marketing tool—and also to more accurately reflect the actual cash income available to consumers—a major reclassification of EBI has been undertaken in this year's *Survey of Buying Power* and *Survey of Buying Power-Part II*. In addition to the standard reclassifications made in previous years, three new items have also been excluded from this year's definition of EBI. These items—and the resulting changes in income-related statistics—are detailed in the Definition of Terms under "Effective Buying Income" on page 18.

SURVEY HIGHLIGHT

Tomorrow's Wealthiest Metros: Average Household EBI in 1993

METRO	1993 AVERAGE HSHLD. EBI	METRO	1993 AVERAGE HSHLD. EBI
Bridgeport-Stamford-Norwalk-Danbury, CT	\$78,675	Santa Barbara-Santa Maria-Lompoc, CA	\$55,630
Middlesex-Somerset-Hunterdon, NJ	72,197	Minneapolis-St. Paul, MN	55,610
Nassau-Suffolk, NY	72,038	Santa Cruz, CA	55,496
San Jose, CA	71,105	Poughkeepsie, NY	55,284
Bergen-Passaic, NJ	70,691	New London-Norwich, CT	55,187
Trenton, NJ	69,303	Santa Rosa-Petaluma, CA	55,178
Lake County, IL	67,650	Brazoria, TX	54,705
Washington, DC	67,178	Wilmington, DE	54,172
Newark, NJ	65,449	Midland, TX	54,061
Anaheim-Santa Ana, CA	65,035	Worcester-Fitchburg-Leominster, MA	53,720
Oxnard-Ventura, CA	64,305	Chicago, IL	53,650
San Francisco, CA	63,809	Aurora-Elgin, IL	53,438
Monmouth-Ocean, NJ	62,891	Salinas-Seaside-Monterey, CA	53,340
Manchester-Nashua, NH	62,700	Rochester, MN	53,333
Boston-Lawrence-Salem-Lowell-Brockton, MA	61,981	West Palm Beach-Boca Raton-Delray Beach, FL	53,317
Oakland, CA	61,180	Joliet, IL	53,305
Honolulu, HI	60,618	Richland-Kennewick-Pasco, WA	53,185
Hartford-New Britain-Middletown-Bristol, CT	60,302	Philadelphia, PA	53,112
Kenosha, WI	59,098	Vallejo-Fairfield-Napa, CA	52,166
Anchorage, AK	58,954	Richmond-Petersburg, VA	51,879
New Haven-Waterbury-Meriden, CT	58,470	Sacramento, CA	51,706
San Diego, CA	57,584	Burlington, VT	51,663
Portsmouth-Dover-Rochester, NH	57,506	Peoria, IL	51,526
Seattle, WA	56,845	Omaha, NE	51,492
Los Angeles-Long Beach, CA	56,607	Atlanta, GA	51,218
		1993 U.S. AVERAGE	\$46,997

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power-Part II.

METRO MARKET PROJECTIONS

Savvy marketers make it their business to stay one step ahead of change, and one way they do this is by knowing what lies ahead in terms of a market's growth. To help piece together a reliable picture of the future, the *Survey of Buying Power-Part II* includes five-year projections of population, income, retail sales, and the Buying Power Index for metros and their component counties, information that can be used in a number of different ways to help planners uncover areas of emerging opportunity.

Perhaps the simplest way to utilize projections is to analyze your sales coverage in markets with the highest projected population growth. By doing this, you can make sure you're in a position to take advantage of this growth by expanding your sales efforts accordingly over the next few years. Conversely, by looking at areas where projected gains are lower than the U.S. average, you can institute cutbacks in those markets that will comprise a dwindling share of U.S. potential in upcoming years.

In addition to population-based planning, household income projections

can also provide a key indicator of future sales potential, since this figure underscores an area's buying power. Income data from the *SBP-II* show current average household Effective Buying Income (roughly equivalent to disposable or after-tax income) as well as a five-year projection for all metro areas and their component counties. By calculating the percentage of change between these two figures, you can easily find out which markets will enjoy the fastest growth in their relative affluence over the next five years. As an illustration of how this information can be used in sales planning, let's look at the nation's 10 largest metros and their projected income growth between 1988 and 1993.

Metro	Avg. Hshld. EBI % Change		
	1988	1993	1988-93
Los Angeles	\$40,961	\$56,607	38.2%
New York	34,954	47,775	36.7
Chicago	37,844	53,650	41.8
Philadelphia	37,692	53,112	40.9
Detroit	34,932	50,256	43.9
Washington	48,038	67,178	39.8
Boston	44,446	61,981	39.5

Houston	33,705	48,016	42.5
Atlanta	36,639	51,218	39.8
Nassau-Suffolk	52,748	72,038	36.6
U.S. Average	\$33,198	\$46,997	41.6%

As we can see, only three of these metros are projected to post income growth rates higher than that for the nation as a whole, while the other seven will grow more slowly. With this kind of information in hand, adjustments can be made to your marketing plan that take these changes into account, allowing you to increase your marketing efforts proportionately in those markets where income growth will be above average. Of course, this is not to say that other markets should be ignored simply because they're projected to increase at less than the national average, but as an indicator of relative change, these data will help you produce a ranking of markets that shows you which offer the best potential in terms of increased consumer spending power.

Taking this example one step further, we can then construct an Income Growth Index (IGI) that shows the rela-

tive position of markets in terms of their projected income growth. This is done by simply dividing a metro's percent change figure by the comparable U.S. average. In this example, two different metros with virtually identical 1988 average household income figures turn out to have markedly different IGIs:

Metro	1988 Income	% Change 1988-93	IG Index
Denver	\$33,898	45.5%	109
Lancaster	33,808	40.4	97

Here we see that Denver is projected to have higher income growth than the nation as a whole over the next five years, since its percentage change figure is above the U.S. average of 41.6% (or 100 on the Income Growth Index scale). And even though the two metros are starting from roughly the same point in terms of current income, their projected rates of increase show a wide variance, with Lancaster posting a five-year gain that is roughly 3% lower than the national average (97 vs. 100) and 12% lower than that projected for Denver (97 vs. 109), as the IGI clearly shows.

Similar calculations can also be performed using either total retail sales data (another of the basic components in the Survey's projections) or the five-year change in the Buying Power Index (BPI), which shows each market's share of potential U.S. purchasing power. The BPI is often used to chart area activity relative to other markets or to the U.S. as a whole, and for more information on how this figure is calculated, turn to the Definition of Terms in this section or to the Survey Highlight entitled "How to Construct a Custom BPI" on page 13.

MERCHANDISE LINE SALES

The data in this section pertain to the dollars spent on specific products purchased from a wide variety of retail sources. These figures are markedly different from those for retail sales by store group, which show sales for a particular type of store rather than a product category sold within that store.

The distinction is an important one, because in today's changing retail environment, cross-merchandising has become the rule rather than the exception. With retailers taking on more and more nontraditional product lines, this means that store groups have less correlation with the particular product category historically associated with them (i.e., food stores are selling a lot more than just groceries).

Because merchandise line sales figures are based on a single product category, they tend to provide a more accurate indication of a product's market potential than store group totals, which are not product-specific. Using food stores as an example, sales for this category totaled \$337 billion in 1988, while purchases of groceries and other foods came to \$279.4 billion.

The difference between these two figures may not seem significant at the national level, but it can be critical—or even misleading—when applied to individual metro markets. Suffice it to say that the more precise information a marketer has for estimating individual product potential, the more reliable the calculations of his own sales potential will be, which translates to more equitable quotas for the sales force.

For example, if we look at food store and grocery sales for three differ-

ent markets, we see that not all metros possess the same ratio of merchandise-line-to-store-group (ML/SG) sales.

Metro	Food Stores (\$ Mil.)	Groceries (\$ Mil.)	ML/SG Ratio
Santa Cruz	\$314.9	\$260.2	82.6%
Montgomery	314.7	263.2	83.6
Fayetteville	314.6	214.8	68.3

Even though the difference between food store sales in these markets is less than 1%, the share of sales accounted for by groceries varies widely, particularly in the case of Fayetteville. Here, a marketer of groceries and other food products might seriously overestimate Fayetteville's potential by looking only at food store sales—while at the same time underestimating Montgomery's share of the market. By charting grocery sales rather than food store

SURVEY HIGHLIGHT

Tomorrow's Fastest-Growing Markets: Population Growth Rates, 1988-93

METRO	% GROWTH 1988-93	1993 POPULATION
Naples, FL	17.1%	155,900
Ocala, FL	17.1	222,200
Fort Myers-Cape Coral, FL	16.8	358,800
Riverside-San Bernardino, CA	16.8	2,672,200
Fort Pierce, FL	16.7	265,500
West Palm Beach-Boca Raton-Delray Beach, FL	16.4	972,700
Melbourne-Titusville-Palm Bay, FL	16.3	452,400
Orlando, FL	16.3	1,151,300
Austin, TX	16.2	867,300
Fort Walton Beach, FL	16.0	178,800
Las Vegas, NV	16.0	745,000
Phoenix, AZ	15.9	2,385,300
Las Cruces, NM	15.8	151,100
Stockton, CA	15.7	540,600
McAllen-Edinburg-Mission, TX	15.6	435,300
Midland, TX	15.6	130,000
Panama City, FL	15.6	153,300
Daytona Beach, FL	14.3	395,300
Fort Worth-Arlington, TX	14.1	1,458,500
Merced, CA	13.3	198,200
Bryan-College Station, TX	13.2	141,400
Colorado Springs, CO	13.0	451,900
San Diego, CA	12.9	2,690,100
Bakersfield, CA	12.7	585,400
Modesto, CA	12.7	385,700
Sarasota, FL	12.7	294,700
U.S. AVERAGE	4.6%	259,268,500

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power-Part II.

EXPO

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USER'S GUIDE

SURVEY HIGHLIGHT

The Top 25 Newspaper Markets in Household Coverage

RANK	S&MM NEWSPAPER MARKET	% HHLD. COVERAGE	HOUSEHOLDS (THOUS.)
1.	Trenton, NJ	84.0%	119.6
2.	Scranton-Wilkes-Barre, PA	76.4	240.6
3.	Hagerstown, MD	73.9	42.1
4.	Anchorage, AK	73.2	116.5
5.	Burlington, NC	71.2	40.7
6.	Milwaukee, WI	70.5	537.5
7.	Kansas City, MO-KS	70.2	636.3
8.	Findlay, OH	69.9	25.2
8.	Williamsport, PA	69.9	44.4
9.	Detroit, MI	69.4	1,980.0
10.	Hartford-New Britain-Middletown-Bristol, CT	68.0	416.9
11.	Lorain-Elyria, OH	67.8	97.2
12.	York, PA	67.6	128.2
13.	Glens Falls, NY	67.3	40.5
14.	Boston-Lawrence-Salem-Lowell-Brockton, MA	67.1	1,579.3
14.	St. Joseph, MO	67.1	78.8
15.	Washington, DC	66.8	1,468.4
16.	Colorado Springs, CO	66.6	154.5
17.	Erie, PA	65.4	104.2
18.	Albany-Schenectady-Troy, NY	64.8	319.3
19.	Buffalo, NY	64.6	454.7
20.	Anderson, IN	64.4	49.2
20.	Harrisonburg, VA	64.4	40.0
21.	Mansfield, OH	64.3	48.9
22.	Springfield, IL	63.9	85.2
22.	Youngstown-Warren, OH	63.9	191.3
23.	Jackson, MI	63.8	52.8
24.	Syracuse, NY	63.6	265.9
24.	Kenosha, WI	63.6	44.5
25.	Lancaster, PA	63.5	149.3
25.	Seattle, WA	63.5	777.0

Notes: Individual newspaper circulation totals for the component counties in each S&MM Newspaper Market are added together and expressed as a % of Household Coverage. The Households figure shows the total number of households (in thousands) for each market.

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power-Part II.

sales—and constructing a sales ratio for each targeted market—a more realistic picture of sales potential emerges that reflects the actual sales for the merchandise line.

Another example of the sharper insights that can be gained from looking at merchandise line sales is shown by the following analysis of five markets that have nearly identical levels of furniture/home furnishing/appliance store sales but different levels of major household appliance sales (just one of the many merchandise lines sold through this channel of distribution).

Metro	F/H/A Stores (\$ Mil.)	Major Hshld. Appliances (\$ Mil.)
Jacksonville	\$50.9	\$11.4
Bloomington	50.8	8.8
Racine	50.6	13.1
Altoona	50.5	11.5
Decatur	50.5	13.5

As we can see from these figures, the 53.4% difference between major household appliance sales in Decatur and Bloomington presents a far different picture of these markets than does

SURVEY HIGHLIGHT

The Rise and Fall of State Buying Power, 1988-93:

The Gainers . . .

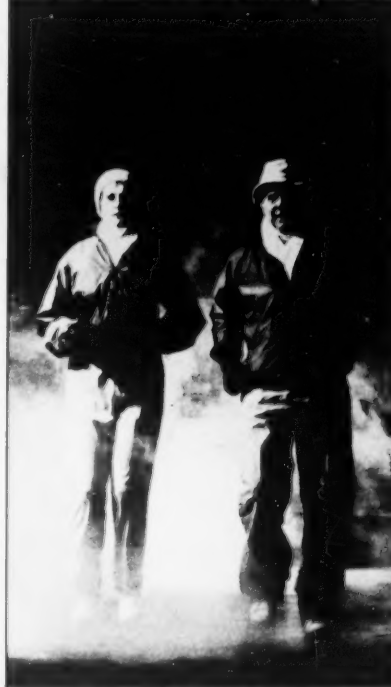
State	1988 BPI	1993 BPI	NET GAIN
Florida	5.3053	5.6658	+ .3605
California	12.8435	13.0695	+ .2260
Texas	6.3730	6.5086	+ .1356
Arizona	1.3867	1.4937	+ .1070
Georgia	2.4738	2.5405	+ .0667
Virginia	2.6098	2.6755	+ .0657
North Carolina	2.4314	2.4906	+ .0592
Colorado	1.3262	1.3661	+ .0399
Nevada	.4615	.5008	+ .0393
South Carolina	1.2138	1.2485	+ .0347
New Hampshire	.5436	.5699	+ .0263
Washington	1.9270	1.9528	+ .0258
Tennessee	1.7876	1.8132	+ .0256
Utah	.5537	.5766	+ .0229
Oregon	1.0531	1.0688	+ .0157
Kentucky	1.3196	1.3337	+ .0141
Alaska	.2411	.2530	+ .0119
New Mexico	.5083	.5201	+ .0118
Hawaii	.4656	.4743	+ .0087
Minnesota	1.8010	1.8093	+ .0083
Mississippi	.8115	.8183	+ .0068
Maine	.4946	.5011	+ .0065
Vermont	.2323	.2352	+ .0029
Delaware	.2823	.2845	+ .0022
Alabama	1.3714	1.3720	+ .0006
Wyoming	.1672	.1676	+ .0004
Idaho	.3375	.3377	+ .0002

. . . and the Losers

State	1988 BPI	1993 BPI	NET LOSS
New York	7.6757	7.3303	-.3454
Pennsylvania	4.8067	4.6325	-.1742
Ohio	4.1417	4.0029	-.1388
Illinois	4.8154	4.6823	-.1331
Michigan	3.6626	3.5730	-.0896
Massachusetts	2.8710	2.7947	-.0763
New Jersey	3.8118	3.7562	-.0556
Iowa	1.0413	.9974	-.0439
Missouri	2.0026	1.9595	-.0431
Indiana	2.0861	2.0522	-.0339
Connecticut	1.6604	1.6292	-.0312
Wisconsin	1.9145	1.8857	-.0288
Kansas	.9762	.9554	-.0208
Oklahoma	1.1148	1.0941	-.0207
District of Columbia	.2670	.2498	-.0172
Maryland	2.1016	2.0871	-.0145
Nebraska	.6150	.6009	-.0141
Louisiana	1.4816	1.4703	-.0113
North Dakota	.2520	.2452	-.0068
Montana	.2812	.2745	-.0067
Arkansas	.7974	.7919	-.0055
South Dakota	.2541	.2486	-.0055
West Virginia	.6258	.6203	-.0055
Rhode Island	.4211	.4183	-.0028

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power-Part II.

They're out for blood.



At first, it was only once a week. Then three times. Now they're out for blood every night. And they're not alone. They're just two of the thousands of people all over the country who are finally starting to do something about the disease that kills almost 32,000 Americans every year—and afflicts another 38 million. It's high blood pressure. And the beauty of it is that once you know you've got it, you can usually control it. By following your doctor's advice. By exercising regularly to control weight. By eating the right foods. By restricting your salt intake. And by sticking to your prescribed medication. If you've got high blood pressure, talk to your doctor today about getting started on a program that will keep you out for blood. And in the running.

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the more conservative 0.8% spread in their F/H/A store sales. For a marketer of refrigerators, air conditioners, or garbage disposals, this information could spell the difference between success and failure when approaching these markets. In addition, it also shows the relative importance (or lack thereof) of F/H/A stores in the overall mix of major household appliance sales, since more and more appliances are being purchased in other types of retail outlets such as department stores, discount stores, and variety stores.

Further refinement of these figures can be carried out by factoring in sales for other related merchandise lines, and if you happen to be selling furniture and sleep equipment, you may want to add a third column to these figures that shows sales in this category:

Metro	F/H/A Stores (\$ Mil.)	Major Hshld. Appli. (\$ Mil.)	Furn. & Sleep Equip. (\$ Mil.)
Jacksonville	\$50.9	\$11.4	\$27.2
Bloomington	50.8	8.8	19.1
Racine	50.6	13.1	19.9
Altoona	50.5	11.5	19.4
Decatur	50.5	13.5	18.6

Here, we see that furniture and sleep equipment sales account for a greater share of F/H/A store sales than household appliances, and in the case of Jacksonville and Bloomington, the figure is more than twice as high. By contextualizing this kind of sales information, a marketer can better evaluate a market before allocating salespeople and advertising expenditures to an area, fine-tuning the data to be sure that such investments are made equitably.

Let Us Hear From You

Many of the improvements and additions to S&MM's survey issues are a direct result of comments and suggestions we have received from our subscribers over the years. Such changes confirm *Sales & Marketing Management's* commitment to provide our readers with the information they need to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, N.Y. 10017.

SURVEY HIGHLIGHT

Tomorrow's Negative-Growth Markets: Rates of Decline, 1988-93

METRO	% DECLINE 1988-93	1993 POPULATION
Kankakee, IL	-2.1%	99,200
Kokomo, IN	-2.1	99,900
Terre Haute, IN	-2.1	129,900
Pittsburgh, PA	-2.3	2,060,000
Anderson, IN	-2.4	128,000
Casper, WY	-2.4	64,800
Dubuque, IA	-2.4	88,600
Duluth, MN	-2.4	239,800
Great Falls, MT	-2.4	76,700
Peoria, IL	-2.4	340,900
Beaver County, PA	-2.5	187,200
Buffalo	-2.5	942,200
Davenport-Rock Island-Moline, IA-IL	-2.5	360,300
Decatur, IL	-2.5	121,600
Elmira, NY	-2.5	91,500
Enid, OK	-2.5	59,600
Eugene-Springfield, OR	-2.5	261,500
Flint, MI	-2.5	429,500
Muncie, IN	-2.5	117,900
Niagara Falls	-2.5	212,300
Sharon, PA	-2.5	121,600
Steubenville-Weirton, OH-WV	-2.5	147,300
Waterloo-Cedar Falls, IA	-2.5	145,200
Wheeling, WV	-2.5	171,200
Youngstown-Warren, OH	-2.5	495,800
U.S. AVERAGE	+4.6%	259,268,500

SOURCE: Sales & Marketing Management, 1989 Survey of Buying Power-Part II.

SURVEY HIGHLIGHT

Kid Vid: TV Markets With The Most Children Aged 2 to 11

TV MARKET (ADI)	POPULATION AGED 2-11	% POP. AGED 2-11
New York	2,416,200	12.9%
Los Angeles	1,959,300	14.2
Chicago	1,258,300	14.7
Philadelphia	961,100	13.3
Boston	712,000	12.8
San Francisco	711,500	12.3
Detroit	699,400	15.0
Dallas-Fort Worth	677,000	15.0
Houston	634,000	16.1
Washington, DC	612,000	13.6
Atlanta	554,600	15.2
Cleveland	545,700	14.3
Minneapolis-St. Paul	516,800	14.6
Seattle-Tacoma	446,800	13.6
St. Louis	441,000	14.4
Salt Lake City	389,300	20.6
Pittsburgh	385,500	12.6
Denver	381,800	14.3
Phoenix	379,800	14.9
Sacramento-Stockton	378,600	14.1
Miami	349,900	11.1
Tampa-St. Petersburg	343,500	11.1
Indianapolis	343,500	15.0
Baltimore	335,100	13.2
San Diego	312,400	13.1
Hartford-New Haven	310,900	12.8

SOURCE: Sales & Marketing Management, 1989 Survey of Buying Power-Part II.

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = A; Economic = B; and Distribution = C. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of \$35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (A-B-C). In this example, the Demographic

component (A) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of \$35,000 and above as the Economic factor (B), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/ EBIs \$35,000 +}}{\text{U.S. Hshlds. w/ EBIs \$35,000 +}} = Y\%$$

And finally, we calculate the Distribution component (C) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor A (Demographic) - .2 (20%)

Factor B (Economic) - .5 (50%)

Factor C (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000)*.

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

**Note: If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

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SAMPLE TABLES FROM THE SURVEY OF BUYING POWER- PART II

SECTION II

TV Market Profiles



S&MM ESTIMATES

POPULATION—12/31/88

STATE

S&MM/ARBTRON
TV MARKET (ADI)

ALABAMA													
ANNISTON	125.3	45.2	23.7	1.3	18.5	10.3	18.3	21.1	24.2	29.2	1,109,357	512,442	.0376
BIRMINGHAM	1,380.5	522.0	351.3	9.7	205.4	113.4	136.9	233.5	375.6	372.8	13,342,332	7,113,396	.4594

SECTION III

Newspaper Market Profiles



S&MM ESTIMATES

POPULATION
12/31/88EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
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ALABAMA

ANNISTON (Calhoun) ... Over 50%: Calhoun 20 - 49%: Clay,
Claburne, Randolph.

172.4	62.3	1,468,270	656,219	135,949	82,348	30,670	160,652	31,574	49.2
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SECTION IV

Metro Market Projections



S&MM ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

METRO AREA
County

12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	BUYING POWER INDEX
							1988 1993			1988 1993	1988 1993

ALABAMA

ANNISTON	125.3	127.5	1.8	47.3	4.6	1,673,331	50.8	24,548	35,375	498,690	35.3	11,337	14,632	.0376	.0363
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,331	50.8	24,548	35,375	693,038	35.3	11,337	14,632	.0376	.0363

SECTION V

Merchandise Line Sales

S&MM
ESTIMATESGROCERIES &
OTHER FOODSDRUGS & HEALTH &
BEAUTY AIDSWOMEN'S & GIRLS'
CLOTHINGMEN'S & BOYS'
CLOTHING

FOOTWEAR

MAJOR HOUSEHOLD
APPLIANCESFURNITURE &
SLEEP EQUIPMENT

REGION

State

	In All Stores (\$000)	In Food Stores (\$000)	In All Stores (\$000)	In Drug Stores (\$000)	In All Stores (\$000)	In Apparel Stores (\$000)	In All Stores (\$000)	In Apparel Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)	In All Stores (\$000)
NEW ENGLAND	16,120,669	17,826,181	2,408,736	2,306,044	8,379,829	2,822,875	2,908,367	1,261,408	1,814,322	1,490,360	1,142,499	827,469	2,879,936	1,708,578	
Connecticut	4,471,308	4,316,278	668,900	512,134	1,526,893	827,256	790,081	374,477	436,904	341,136	317,373	193,573	574,028	446,861	
Maine	1,586,694	1,527,958	224,354	153,439	332,298	132,645	240,865	95,877	133,083	64,549	68,954	36,454	101,570	77,934	

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER-PART II

ADI - AREA OF DOMINANT INFLUENCE:

This is the formal term for what is more commonly known as a TV or broadcast market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

NOTE: Because of the more nebulous reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data in the *Survey of Buying Power-Part II* cover all U.S. states, with the exception of Alaska and Hawaii.

AGE GROUPS OF POPULATION: (See Population by Age Group).

APPAREL STORES: The Regional and State Summaries of Merchandise Line Sales on page 108 show sales for seven different merchandise lines. For three of these categories—Women's & Girls' Clothing; Men's & Boys' Clothing; and Footwear—sales are broken out for All Stores and also for Apparel Stores (the major channel of distribution for these merchandise lines). Apparel Stores include establishments primarily engaged in selling new clothing; shoes; hats; underwear; and related articles. They also encompass children's and infants' wear stores; bridal shops; furriers; handbag stores; lingerie stores; custom tailors; and sports apparel stores.

AUDIO EQUIPMENT, MUSICAL INSTRUMENT, AND SUPPLY SALES:

One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of radios; record players; tape recorders; components; and parts & accessories, as well as tapes; records; compact discs; sheet music; and all types of musical instruments. (See Merchandise Line Sales.)

AUTOMOTIVE DEALERS: Sales for this store group are listed in the Newspaper Market Profiles in Section III.

Dollar totals for Automotive Dealers include sales for a wide variety of related store types, headed by retail outlets selling automobiles—new and used, domestic and imported. In addition, sales for auto and home supply stores (tire dealers and parts & accessories stores); boat dealers; recreational vehicle dealers; motorcycle dealers; and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included. (See Retail Sales by Store Group.)

AVERAGE HOUSEHOLD EBI: This figure from the Metro Market Projections in Section IV shows current (1988) and projected (1993) Effective Buying Income on a per-household basis for all metro markets and their component counties. Average Household EBI is calculated by dividing the total number of households into total EBI for a given geographic area.

This figure is markedly different than the Median Household EBI figure reported in the August *Survey of Buying Power*. Because total EBI includes incomes of college, military, and other institutional-style populations housed in group quarters not considered households, a per-household average credits households with income from these groups that is not really theirs. (See Effective Buying Income.)

NOTE: Because of certain changes in the definition of Effective

Buying Income, users of this year's *SBP-II* are advised to read the note contained under the definition of Effective Buying Income in this section.

BLACK POPULATION: These figures in the TV Market Profiles (Section II) are updated from the 1980 Census of Population and Housing. Basically, they constitute a head-count estimate of persons who consider themselves members of the black race and who lived in an ADI at the end of that year. Estimated totals are as of 12/31/88.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (U.S. = 100.0000). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, newspaper market, or TV market (ADI). The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The farther a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section I.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a

large "megapolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

Although the *Survey of Buying Power-Part II* reports aggregate statistics for CMSAs in Section IV (Metro Market Projections), such markets are not included in the Merchandise Line Sales rankings for metro markets in Section V, since CMSAs are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,138 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The Metro Market Projections in Section IV of the *Survey of Buying Power-Part II* follow county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; and Aleutians East Borough, AK, was created from parts of the Dillingham and Aleutian Islands Census Areas in 1987.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are considered independent cities.

DRUG AND HEALTH & BEAUTY AID

SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of proprietary drugs, health aids, cosmetics, and other personal hygiene products, and should not be confused with

sales for Drugstores, which pertain to all types of merchandise sold within that particular store group. (See Merchandise Line Sales.)

DRUGSTORES: This store group category is found in two different sections of the Survey; the Newspaper Market Profiles (Section III) and the Regional and State Summaries of Merchandise Line Sales (Section V).

In Section III, total sales for this store group are shown for each of the nation's 320 newspaper markets, with drugstores defined as establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines, in addition to a number of related lines such as cosmetics, toiletries, tobacco, and novelty merchandise.

In Section V, Drugstores are listed as the major channel of distribution for Drugs and Health & Beauty Aids, one of the seven merchandise lines shown in the Regional and State Summaries table on page 108. Here, D&H&BA sales in Drugstores are shown as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax and non-tax payments—a number often referred to as disposable or "after-tax" income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income." However, Market Statistics—the research division of Bill Communications that produces the data for S&MM's Survey—also makes certain additional deductions, which are outlined in the notes that follow this definition, to arrive at the Effective Buying Income figure for a given market or county.

Change in Income Calculations!

A major reclassification of Effective Buying Income has taken place this year, affecting all EBI-related statistics in both the *Survey of Buying Power* and *Survey of Buying Power-Part II*.

In an effort to make the EBI a more reliable and useful marketing tool—and also to more accurately reflect the actual cash income available to consumers—the following additional items have been excluded from this year's definition of EBI:

1. Employer contributions to private pension funds, group-life and health-insurance funds, supplemental unemployment insurance funds, and privately administered workers' compensation programs. This portion of EBI was formerly included under "other labor-related income."

2. Imputed personal interest income, which includes the imputed value of services (such as checking) provided by depository institutions, as well as income earned by life insurance carriers and private non-insured pension funds on the principal amounts contributed by policyholders and pension beneficiaries.

3. Imputed rental income of owner-occupied non-farm dwellings, since the owner is considered as renting to himself.

The above changes amount to a reduction in total income at the national level of approximately 11%, although this figure will differ slightly from state to state. This change in total EBI will also ultimately affect current and projected Average Household EBI figures (Section IV), as well as EBI figures for TV and Newspaper Markets (Sections II and III). Users of these figures should take these changes into account when comparing any EBI figures from this year's *Survey of Buying Power-Part II* with those from previous issues.

FOOD STORES: As with Drugstores, this store group appears in two different sections of the Survey.

As a category in the Newspaper Market Profiles section, Food Store sales are defined as retail sales for stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets, fruit and

vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

In Section V, Food Stores appear as a subgroup of All Stores, showing sales for the Groceries and Other Foods merchandise line in this major channel of distribution. (See Retail Sales by Store Group.)

FOOTWEAR SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section V.

This category includes sales of women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories; infants' and toddlers' footwear are not included in this category. (See Merchandise Line Sales.)

F/H/A - FURNITURE/HOME FURNISHING/APPLIANCE STORES: Like Drug stores and Food Stores, this store group category is listed in both Section III and Section V.

Sales in newspaper markets (Section III) pertain to retail expenditures in a broad array of subgroups, including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners).

In Section V, F/H/A Stores are shown as a major channel of distribution for the merchandise line categories of Major Household Appliances and Furniture and Sleep Equipment. Figures here pertain to sales for these merchandise lines as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

FURNITURE AND SLEEP EQUIPMENT SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture, including outdoor and office furniture. (See Merchandise Line Sales.)

GENERAL MERCHANDISE STORES: The Newspaper Market Profiles in Section III list sales for this store group cate-

gory, which includes expenditures in stores selling a number of lines of merchandise such as dry goods; apparel and accessories; furniture and home furnishings; housewares; hardware; and food. Stores included in this group are department stores; limited-price variety stores; and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although sales from catalogue and mail-order operations are not included in these figures. (See Retail Sales by Store Group.)

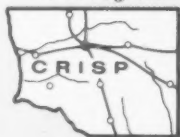
GROCERY AND OTHER FOOD SALES:

Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods purchased primarily for home consumption. Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category.

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HISPANIC POPULATION: These figures, listed in the TV Market Profiles (Section II), are updated from the 1980 Census of Population and Housing. Basically, they constitute a head count of all persons who consider themselves of Spanish or Hispanic origin or descent who lived in an ADI at the end of that year. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Estimated totals are as of 12/31/88.

HOME COMPUTER AND CALCULATOR SALES: One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of home computers; prerecorded software; diskettes; computer games; parts and accessories; calculators; and other miscellaneous electronics sold in retail outlets. Catalogue and direct sales of any of these items from manufacturers are not included. (See Merchandise Line Sales.)

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes.

NOTE: Although the total population of a given geographic area will include those people residing in group quarters, household totals do not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

MAJOR HOUSEHOLD APPLIANCE SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of such items as kitchen appliances, laundry appliances, and other major household appliances. (See Merchandise Line Sales.)

MEN'S AND BOYS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Sum-

maries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of men's, boys', young men's, and students' clothing and accessories; overcoats, topcoats, rainwear, and outerwear; suits, sport coats, formal wear, and tailored slacks; jeans and casual slacks; career apparel and work clothes; shirts and sweaters; hosiery, pajamas, robes, and underwear; sportswear; and other accessories. (See Merchandise Line Sales.)

MERCHANDISE LINE SALES: Data for the 10 merchandise line categories shown in Section V pertain to total sales of a particular type of product, which can be sold in any number of different store groups. For example, if the dollar sales for Groceries and Other Foods sold in food stores, restaurants, department store lunch counters, snack bars, vending machines, and other related channels of distribution were aggregated, the resulting figure would represent sales for the Groceries and Other Foods merchandise line.

Because of this distinction, merchandise line sales should not be confused with store group sales, which pertain to the business volume of a particular type of retail outlet, such as Food Stores. Remember, food stores sell a lot more than just food, particularly in these days of massive cross-merchandising. In this kind of scrambled retail environment, merchandise line sales provide a more realistic estimate of a product's market share than that indicated by store group sales figures.

In addition to the Metro Market Ranking tables for each of these 10 categories, the Regional and State Summaries of Merchandise Line Sales tables at the beginning of Section V show dollar sales for seven individual merchandise lines in two contexts: All Stores and a leading store type associated with that product classification. The merchandise lines and their dominant store types are: Groceries and Other Foods in **Food Stores**; Drugs and Health & Beauty Aids in **Drugstores**; Women's and Girls' Clothing in **Apparel Stores**; Men's and Boys' Clothing in **Apparel Stores**; Footwear in **Apparel Stores**; Major Household Appliances in **Furniture/Home Furnishing/Appliance Stores**; and Furniture and Sleep Equipment in **Furniture/Home Furnishing/Appliance Stores**.

METROPOLITAN STATISTICAL AREA (MSA): The metro area definitions used in S&MM's survey issues are based on

the Census Bureau's system of metropolitan area designation, incorporating any updates to the system announced since 1980.

One of the most important changes to this system was the 1983 elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by two separate but related classifications: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). A third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCMSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties (which form the geographic boundaries of all MSAs and PMSAs).

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the 1983 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition, due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography for the dissemination of data.

The Metro Market rankings in Section V (Merchandise Line Sales) ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in the Metro Market Projections in Section IV, they are not listed in the rankings in Section V, since they are,

by definition, made up of groups of existing metros.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, listings in the *Survey of Buying Power-Part II* do not include recent metro-area changes effected through legislation. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

NEWSPAPER MARKET: To qualify as a Newspaper Market, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are located in the same metro market—or in the same non-metro county—they are combined into a multiple Newspaper Market. The name of a Newspaper Market in a metro area will be the same as the metro's designated title.

Each of the component counties in a Newspaper Market must have a combined qualified newspaper penetration of 20% or more of the households in that county. S&MM lists three different types of counties in each Newspaper Market: 1) *Home Counties*, which identify the location of the newspaper(s); 2) *Dominant Counties*, where household penetration is 50% or more; and 3) *Effective Counties*, where coverage ranges from 20% to 49%. These classifications provide readers with a guide that allows them to focus on a newspaper's strongest areas of coverage, as well as for determining where additional support may be needed to achieve desired penetration levels. As a further aid to sales targeting, the home-county name is repeated as either a dominant or effective county, depending on its penetration level. The names of home counties with less than 20% coverage are shown under the heading "under 20%."

The source for Newspaper Market

definitions is the Audit Bureau of Circulations' data bank, which includes the audited statements of individual newspapers in the U.S.

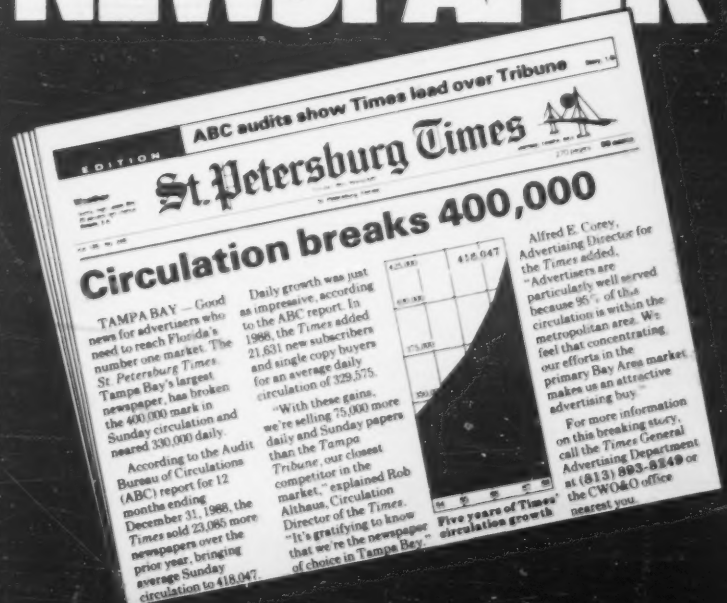
PER-HOUSEHOLD RETAIL SALES: (See Retail Sales Per Household.)

PERCENT CHANGE: In the Metro Market Projections in Section IV, a percentage change figure is included that shows the increase (or decrease) in total population, total households, total EBI, and

total retail sales between 1988 and 1993. This percentage covers the whole five-year period, although an average annual rate of change can be calculated by dividing this figure by five.

PERCENT HOUSEHOLD COVERAGE: In the last column of the Newspaper Market Profiles (Section III), individual newspaper circulation totals are added together and expressed as a percentage of total households covered within the market. In multiple Newspaper Mar-

TAMPA BAY'S LARGEST NEWSPAPER



USER'S GUIDE

kets, circulations of all qualifying newspapers are combined, although in these cases the coverage ratio is only designed as a general guide, since it's impossible to measure the degree of duplicated circulation that may exist within such a market.

NOTE: U.S. totals for S&MM Newspaper Markets are not shown in Section III, since the number of duplicate counties—where the same county may be part of more than one Newspaper Market—would render such totals meaningless.

POPULATION: Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a head-count estimate of all people living in a given geographic area as of December 31, 1988. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: The TV Market (ADI) data in Section II show six separate age group breakouts that correspond to the major life-cycle stages of the population. For example, the 18-24-year-old age group represents the average household-forming stage; 25-34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement and elderly market. The figures shown reflect the share of total population accounted for by each group, and by adding the six figures and subtracting that total from an area's total population, the number of babies and infants (the population under age 2) can also be calculated.

POPULATION, BLACK: (See Black Population).

POPULATION, HISPANIC: (See Hispanic Population).

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs. (See Metropolitan Statistical Area.)

RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) from all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

Retail sales totals in the *Survey of Buying Power-Part II* are updated from 1982 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question. In addition, aggregate sales of the five major store groups shown in the Newspaper Market Profiles (Section III) will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts.

RETAIL SALES BY MERCHANDISE LINE: (See Merchandise Line Sales.)

RETAIL SALES BY STORE GROUP: The Newspaper Market Profiles in Section III list sales for five major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food Stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, and other items. (See Merchandise Line Sales.)

RETAIL SALES PER HOUSEHOLD: These figures can be found in the Metro Market Projections in Section IV, with both a current (1988) total and a projected (1993) total shown for each region, state, metro, and metro county. Retail sales per household is calculated by dividing total households into total retail sales.

NOTE: Because household counts are directly assignable to a particular geographic area and retail sales figures are not (due to local purchases by non-

residents), this number is not as reliable an indicator of area purchasing power as Effective Buying Income or the Buying Power Index. (See Retail Sales.)

S&MM NEWSPAPER MARKET: (See Newspaper Market).

S&MM METRO MARKET: (See Metropolitan Statistical Area).

SPANISH-ORIGIN POPULATION: (See Hispanic Population).

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area).

TELEVISION, VCR, AND TAPE SALES: One of three new Merchandise Line Sales ranking tables included in Section V of this year's *SBP-II*, this category includes sales of televisions; video recorders; videotapes; and parts and accessories. (See Merchandise Line Sales.)

TOTAL EBI: (See Effective Buying Income).

TOTAL HOUSEHOLDS: (See Households).

TOTAL METRO COUNTIES: This figure from the Metro Market Projections in Section IV shows the aggregate total for all component counties of a state's designated metro areas. When charted against comparable state totals, a better feel for the mix between metro and non-metro concentrations of population, income, and retail sales can be gained.

TOTAL POPULATION: (See Population).

TOTAL RETAIL SALES: (See Retail Sales).

TV MARKET: (See ADI).

WOMEN'S AND GIRLS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking in Section V.

This category includes sales of infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs; dresses; casual coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and lounge-wear; women's handbags and small leather goods; women's hats and trimmings; and other women's accessories. (See Merchandise Line Sales.) □

SECTION II

TV MARKET PROFILES

Alphabetical Listing of S&MM TV Markets (with Household Coverage Data for Individual Counties)

ABILENE-SWEETWATER, TEX.—Brown 12.0, Callahan 4.1, Cole 1.1, Coleman 3.5, Eastland 9.7, Fisher 1.8, Hesekell 2.2, Jones 5.7, Mitchell 2.8, Nolan 5.4, Runnels 4.1, Scoury 5.8, Shackelford 1.2, Stephens 3.6, Stonewall 0.9, Taylor 39.0. Tot. Hlds.: 118,960.

ALBANY, GA.—Atkinson 1.4, Baker 0.9, Ben Hill 4.8, Berrien 3.6, Calhoun 1.1, Coffee 7.7, Colquitt 0.8, Cook 3.6, Crisp 5.2, Dougherty 25.5, Irwin 2.4, Lanier 1.4, Lee 3.8, Miller 2.0, Mitchell 5.1, Telfair 2.9, Terrell 3.0, Tift 8.8, Turner 2.3, Worth 4.7. Tot. Hlds.: 128,300.

ALBANY-SCHENECTADY-TROY, N.Y.—MASS.: Berkshire 11.2; N.Y.: Albany 22.9, Columbia 4.8, Fulton 4.3, Greene 3.4, Hamilton 0.4, Montgomery 4.1, Rensselaer 11.4, Saratoga 12.3, Schenectady 12.0, Schoharie 2.2, Warren 4.2, Washington 4.0; VT.: Bennington 2.9. Tot. Hlds.: 489,568.

ALBUQUERQUE, N.M.—ARIZ.: Apache (northern portion) 2.6; COLO.: Alamosa 0.8, Archuleta 0.4, Conejos 0.5, Castle 0.2, Montezuma 1.3, Rio Grande 0.8; N.M.: Bernalillo 37.5, Catron 0.2, Chaves 4.2, Cibola 1.4, Colfax 1.0, De Baca 0.2, Eddy 3.7, Grant 1.0, Guadalupe 0.3, Harding 0.1, Lea (northern portion) 3.8, Lincoln 1.2, Los Alamos 1.5, Luna 1.3, McKinley 4.0, Mora 0.3, Otero 3.5, Rio Arriba 2.2, Sandoval 3.5, San Juan 6.1, San Miguel 1.7, Santa Fe 7.0, Sierra 0.9, Socorro 0.9, Taos 1.4, Torrance 0.7, Valencia 3.0. Tot. Hlds.: 518,580.

ALEXANDRIA, LA.—Avoyelles 16.6, Grant 7.6, Rapides 55.4, Vernon 20.4. Tot. Hlds.: 86,868.

ALPENA, MICH.—Alcona 27.0, Alpena 73.0. Tot. Hlds.: 15,800.

AMARILLO, TEX.—N.M.: Curry 9.8, Quay 2.4, Roosevelt 3.4, Union 1.0; OKLA.: Cimarron 0.9, Texas 3.5; TEX.: Armstrong 0.4, Britton 0.5, Carson 1.3, Castro 1.8, Childress 1.4, Collingsworth 0.9, Cottle 0.5, Dallas 1.4, Deaf Smith 3.5, Denney 0.9, Gray 5.2, Hall 1.0, Hansford 1.2, Hartley 0.7, Hemphill 1.0, Hutchinson 5.3, Lipscomb 0.7, Moore 3.3, Motley 0.4, Ochiltree 1.8, Odessa 0.4, Farmer 1.8, Potter 22.0, Randall 16.5, Roberts 0.2, Sherman 0.8, Swisher 1.8, Wheeler 1.8. Tot. Hlds.: 185,160.

ANNISTON, ALA.—Calhoun 100.0. Tot. Hlds.: 48,208.

ARDMORE-ADA, OKLA.—Atoka 6.2, Bryan 17.9, Carter 23.9, Choctaw 8.2, Coal 3.0, Johnston 5.4, Love 4.3, Marshall 6.7, Pontotoc 17.8, Pushmataha 6.6. Tot. Hlds.: 74,800.

ATLANTA, GA.—ALA.: Cibleuse 0.4, Randolph 0.6; GA.: Banks 0.3, Barrow 0.7, Bartow 1.4, Butts 0.4, Carroll 1.8, Cherokee 2.1, Clarke 2.3, Clayton 4.8, Cobb 12.2, Coweta 1.3, Dawson 0.2, De Kalb 15.5, Douglas 1.5, Fayette 1.4, Floyd 2.3, Forsyth 1.1, Fulton 19.4, Gwinnett 0.4, Gordon 0.8, Greene 0.3, Gwinnett 8.7, Habersham 0.7, Hall 2.5, Haralson 0.8, Heard 0.2, Henry 1.4, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Meriwether 0.5, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.2, Polk 0.9, Putnam 0.3, Rabun 0.3, Rockdale 1.3, Spalding 1.4, Towns 0.2, Troup 1.5, Union 0.3, Upson 0.7, Walton 0.9, White 0.3; N.C.: Clay 0.2. Tot. Hlds.: 1,348,800.

AUGUSTA, GA.—Burke 3.4, Columbia 10.5, Emanuel 3.7, Glascock 0.4, Hancock 1.4, Jefferson 3.2, Jenkins 1.4, Lincoln 1.1, McDuffie 3.6, Richmond 33.4, Taliaferro 0.4, Warren 1.0, Wilkes 1.9; S.C.: Aiken 22.3, Allendale 1.8, Bamberg 2.9, Barnwell 3.8, Edgefield 3.0, McCormick 1.0. Tot. Hlds.: 268,080.

AUSTIN, TEX.—Bastrop 3.9, Blanco 0.7, Burnet 3.0, Caldwell 2.7, Fayette 2.3, Gillespie 1.9, Hays 5.8, Lee 1.3, Llano 1.8, Mason 0.4, Travis 64.4, Williamson 11.8. Tot. Hlds.: 948,460.

BAKERSFIELD, CALIF.—Kern (western portion) 100.0. Tot. Hlds.: 153,300.

BALTIMORE, MD.—Anne Arundel 15.9, Baltimore 28.6, Baltimore city 30.4, Carroll 1.0, Carroll 4.4, Cecil 2.6, Dorchester 1.2, Harford 6.2, Howard 6.5, Kent 0.7, Queen Anne's 1.2, Talbot 1.2. Tot. Hlds.: 829,900.

BANGOR, MAINE.—Hancock 15.6, Penobscot 42.5, Piscataquis 5.7, Somerset 14.8, Waldo 10.1, Washington 11.5. Tot. Hlds.: 116,700.

BATON ROUGE, LA.—Assumption 7.7, Assumption 2.7, East Baton Rouge 64.4, East Feliciana 2.3, Iberville 4.1, Livingston 9.6, Pointe Coupee 5.3, St. Helena 1.2, St. Mary 7.9, West Baton Rouge 2.6, West Feliciana 1.0; MISS.: Amite 1.9, Wilkinson 1.3. Tot. Hlds.: 254,000.

BEAUMONT-FORT ARTHUR, TEX.—Hardin 6.8, Jasper 7.4, Jefferson 58.4, Newton 3.0, Orange 17.4, Sabine 2.6, Tyler 4.4. Tot. Hlds.: 155,600.

BEND, ORE.—Deschutes 100.0. Tot. Hlds.: 27,300.

BILLINGS-HARDIN, MONT.—Big Horn 3.8, Carbon 4.2, Custer 6.0, Garfield 0.7, Golden Valley 0.5, Musselshell 2.1, Park 5.8, Petroleum 0.2, Powder River 1.0, Prairie 0.8, Rosebud 4.7, Stillwater 3.0, Sweet Grass 1.4, Treasure 0.5, Wheatland 1.0, Yellowstone 53.9; WYO.: Park 10.5. Tot. Hlds.: 88,500.

BILLOX-GULFPORT-PASCAGOULA, MISS.—Harrison 94.5, Stone 5.5. Tot. Hlds.: 66,800.

BINGHAMTON, N.Y.—Broome 50.1, Chenango 11.8, Delaware 11.2, Tioga 11.7; PA.: Bradford 15.2. Tot. Hlds.: 180,900.

BIRMINGHAM, ALA.—Bibb 1.1, Blount 3.0, Cherokee 1.4, Chilton 2.5, Clay 0.8, Coosa 0.9, Cullman 4.8, Etowah 7.6, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.1, Marion 2.3, St. Clair 3.4, Shelby 5.9, Talladega 5.2, Walker 5.1, Wetzel 1.7. Tot. Hlds.: 523,000.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.—VA.: Blund 1.5, Tazewell 11.4; W.VA.: Fayette 13.6, Greenbrier 6.5, McDowell 10.4, Mercer 17.9, Monroe 3.2, Raleigh 21.2, Summers 3.4, Wyoming 7.7. Tot. Hlds.: 181,200.

BOISE, IDA.—Ada 49.7, Adams 0.8, Blaine 3.6, Boise 1.0, Camas 0.2, Canyon 20.0, Elmore 4.5, Gam 2.7, Owyhee 1.8, Payette 3.9, Valley 1.5, Washington 2.0; ORE.: Grant 2.1, Malheur 6.2. Tot. Hlds.: 158,300.

BOSTON, MASS.—Barnstable 3.7, Essex 11.9, Middlesex 24.1, Nantucket 0.1, Norfolk 10.7, Plymouth 7.3, Suffolk 12.9, Worcester 11.9; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.9, Merrimack 2.1, Rockingham 4.2, Strafford 1.7, Sullivan 0.7; VT.: Windham 0.8. Tot. Hlds.: 2,105,000.

BOWLING GREEN, KY.—Adair 13.3, Edmonson 8.0, Metcalfe 8.3, Warren 70.4. Tot. Hlds.: 47,800.

BRISTOL-KINGSPOUR-JOHNSON CITY, TENN.—KY.: Knott 2.2, Letcher 3.7; TENN.: Carter 7.1, Greene 7.3, Hawkins 6.2, Johnson 1.9, Sullivan 2.7, Union 2.3, Washington 12.4; VA.: Bristol city 2.6, Buchanan 4.2, Dickenson 2.4, Lee 3.2, Norton city 0.6, Russell 4.1, Scott 3.1, Smyth 4.2, Washington 6.1, Wise 5.4. Tot. Hlds.: 282,500.

BUFFALO, N.Y.—Albany 2.6, Cattaraugus 5.0, Chautauque 8.7, Erie 58.3, Genesee 3.5, Niagara 13.1, Orleans 2.3, Wyoming 2.2; PA.: McKean 2.9, Potter 1.1. Tot. Hlds.: 617,800.

BURLINGTON-PLATTSBURGH, VT.—N.H.: Grafton 10.1; N.Y.: Clinton 10.2, Essex 5.4, Franklin 4.8; VT.: Addison 4.3, Caledonia 4.0, Chittenden 18.0, Essex 1.0, Franklin 5.1, Grand Isle 0.7, Lamoille 2.7, Orange 3.5, Orleans 3.4, Rutland 8.9, Washington 8.1, Windsor 6.5. Tot. Hlds.: 268,160.

BUTTE, MONT.—Beaverhead 6.5, Broadwater 3.2, Deer Lodge 6.3, Gallatin 37.6, Jefferson 6.3, Madison 4.8, Powell 4.8, Silver Bow 25.5. Tot. Hlds.: 88,300.

CASPER-RIVERTON, WYO.—Converse 10.8, Fremont 20.1, Niobrara 60.1. Tot. Hlds.: 42,600.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA.—Allamakee 1.8, Benton 2.9, Black Hawk 15.2, Bremer 2.8, Buchanan 2.6, Butler 2.0, Chickasaw 1.7, Clayton 2.6, Delaware 2.2, Dubuque 10.2, Fayette 2.9, Grundy 1.7, Iowa 1.9, Johnson 10.9, Jones 2.3, Keokuk 1.5, Linn 21.7, Tama 2.2, Washington 2.5, Winneshiek 2.5; WISC.: Grant 5.8. Tot. Hlds.: 308,300.

CHARLESTON, S.C.—Berkeley 20.8, Charleston 47.0, Colleton 5.8, Dorchester 12.6, Georgetown 2.9, Williamsburg 5.8. Tot. Hlds.: 219,900.

CHARLESTON-HUNTINGTON, W.VA.—KY.: Boyd 3.8, Carter 1.7, Elliott 0.5, Floyd 3.5, Greenup 2.8, Johnson 1.7, Lawrence 1.0, Lewis 1.8, Mingo 0.9, Martin 0.9, Morgan 0.5, Pike 5.8; OHIO: Athens 3.8, Galia 2.1, Jackson 2.2, Lawrence 4.5, Maigs 1.7, Scioto 5.8, Vinton 0.8, Washington 4.8; W.VA.: Boone 2.1, Cabell 6.0, Calhoun 0.6, Clay 0.8, Jackson 1.9, Kanawha 17.4, Lincoln 1.5, Logan 3.3, Mason 1.8, Mingo 2.4, Nicholas 2.0, Putnam 3.1, Boone 1.1, Wayne 3.2, Webster 0.8, Wirt 0.8. Tot. Hlds.: 630,800.

CHARLOTTE, N.C.—Alexander 1.4, Anson 1.3, Ashe 1.3, Avery 0.8, Burke 4.1, Cabarrus 4.9, Caldwell 3.7, Catawba 6.2, Cleveland 4.5, Gaston 8.9, Iredell 4.8, Lincoln 2.5, Mecklenburg 38.2, Richmond 2.5, Rowan 5.7, Stanly 2.9, Union 4.0, Watauga 1.8; S.C.: Chester 1.5, Chesterfield 2.1, Lancaster 2.8, York 6.3. Tot. Hlds.: 718,900.

CHARLOTTESVILLE, VA.—Albemarle 99.2, Charlottesville city 40.8. Tot. Hlds.: 40,700.

CHATTANOOGA, TENN.—GA.: Calhoun 5.0, Chattooga 2.7, Dale 1.5, Fannin 2.1, Murray 3.0, Walker 7.1, Whitfield 8.9; N.C.: Cherokee 2.6; TENN.: Bedford 1.2, Bradley 9.3, Grundy 1.7, Hamblen 30.8, McMinn 5.5, Marion 3.3, Maigs 1.0, Polk 1.7, Rhea 3.2, Sequatchie 1.1. Tot. Hlds.: 293,100.

CHEYENNE-SCOTTSBLUFF, WYO.—NEB.: Scotts Bluff 32.4; WYO.: Laramie 67.6. Tot. Hlds.: 44,200.

CHICAGO, ILL.—Cook 62.9, De Kalb 0.8, Du Page 8.8, Grundy 0.4, Inglewood 0.4, Kane 2.8, Kane 1.2, Kendall 0.5, Lake 5.3, La Salle 1.3, Livingston 0.5, McHenry 1.9, Will 2.7; IND.: Jasper 0.3, Lake 5.6, La Porte 1.2, Newton 0.2, Porter 1.4. Tot. Hlds.: 3,128,800.

CHICO-REDDING, CALIF.—Butte 45.4, Glenn 5.5, Shasta 33.9, Tehama 11.8, Trinity 3.5. Tot. Hlds.: 185,600.

CINCINNATI, OHIO.—IND.: Dearborn 1.8, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.5, Bracken 0.4, Campbell 4.0, Gallatin 0.3, Grant 0.7, Kenton 6.9, Mason 0.8, Owen 0.5, Pendleton 0.8; OHIO: Adams 1.3, Brown 1.7, Butler 13.6, Clermont 6.3, Clinton 1.9, Hamilton 48.3, Highland 1.9, Warren 5.0. Tot. Hlds.: 744,000.

CLARKSBURG-WESTON, W.VA.—Barbour 5.4, Braxton 4.8, Doddridge 2.5, Gilmer 2.6, Harrison 28.3, Lewis 6.3, Marion 22.5, Randolph 9.3, Ritchie 4.0, Taylor 5.4, Tucker 3.0, Upshur 7.9. Tot. Hlds.: 112,000.

CLEVELAND, OHIO.—Ashtabula 1.2, Ashtabula 2.6, Carroll 0.7, Cuyahoga 26.9, Erie 2.0, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.7, Medina 2.8, Portage 3.4, Richland 3.4, Stark 0.6, Summit 13.6, Tuscarawas 2.9, Wayne 2.5. Tot. Hlds.: 1,448,800.

COLORADO SPRINGS-PUEBLO, COLO.—Baca 0.8, Bent 0.8, Cheyenne 0.4, Crowley 0.4, Custer 0.3, El Paso 63.4, Fremont 5.2, Huerfano 1.1, Kiowa 0.3, Las Animas 2.3, Otero 3.4, Pueblo 21.1, Saguache 0.8. Tot. Hlds.: 236,300.

COLUMBIA, S.C.—Calhoun 1.5, Clarendon 3.4, Fairfield 2.3, Kershaw 5.6, Lee 2.0, Lexington 22.6, Newberry 4.2, Orangeburg 10.6, Richland 34.6, Saluda 2.0, Sumter 11.1. Tot. Hlds.: 297,280.

COLUMBIA-JEFFERSON CITY, MO.—Audrain 7.2, Boone 30.7, Callaway 6.4, Charlton 2.9, Cole 17.2, Cooper 4.9, Howard 2.7, Marion 2.3, Miller 6.1, Moniteau 3.3, Morgan 4.6, Osage 3.2, Randolph 7.1. Tot. Hlds.: 132,160.

COLUMBUS, GA.—ALA.: Barbour 5.0, Chambers 7.9, Lee 17.8, Russell 10.2; GA.: Chatham 2.0, Clay 0.7, Harris 2.6, Macon 2.7, Marion 1.0, Muscogee 28.7, Quitman 7.8, Montgomery 2.7, Nassau 2.5, Oglethorpe 7.4, Poincote 5.1, Prentiss 5.7, Tishomingo 4.2, Webster 2.3, Wilcox 4.2, Yamacraw 3.0. Tot. Hlds.: 184,300.

COLUMBUS-TUPELO, MISS.—ALA.: Lamar 3.9, Pickens 4.4; MISS.: Calhoun 3.5, Chickasaw 3.8, Choctaw 1.8, Clay 4.8, Hancock 4.8, Lee 14.9, Lowndes 13.2, Monroe 7.8, Montgomery 2.7, Neshoba 2.5, Oktobaha 7.4, Pontotoc 5.1, Prentiss 5.7, Tishomingo 4.2, Webster 2.3, Wilcox 4.2, Yalobusha 3.0. Tot. Hlds.: 184,300.

COLUMBUS, OHIO.—Cochran 2.1, Crawford 2.7, Delaware 3.2, Fairfield 5.2, Fayette 1.5, Franklin 54.7, Hardin 1.8, Heeling 1.4, Knox 2.8, Licking 1.0, Madison 1.7, Marion 3.5, Morgan 0.9, Morrow 1.5, Perry 1.7, Putnam 2.3, Pike 1.3, Ross 3.5, Union 1.8. Tot. Hlds.: 663,900.

CORPUS CHRISTI, TEX.—Aransas 3.9, Bee 5.1, Brooks 1.8, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.1, Kinney 0.1, Kleberg 6.1, Live Oak 2.0, Nueces 58.1, Refugio 1.7, San Patricio 11.9. Tot. Hlds.: 174,300.

DALLAS-FORT WORTH, TEX.—Anderson 0.8, Bosque 0.4, Collin 4.8, Comanche 0.3, Cooke 0.7, Dallas 42.7, Delta 0.1, Denton 4.7, Ellis 1.8, Erath 0.6, Fannin 0.6, Freestone 0.4, Grayson 2.2, Hamilton 0.2, Henderson 1.4, Hill 0.8, Hood 0.7, Hopkins 0.7, Hunt 1.5, Johnson 2.0, Kaufman 1.1, Lamar 1.0, Lipscomb 0.5, Nowata 0.8, Palo Pinto 0.9, Parker 1.3, Rains 6.2, Rockwall 0.6, Somervell 0.1, Tarrant 24.7, Van Zandt 0.5, Wise 0.8, Wood 0.7. Tot. Hlds.: 1,463,700.

DAYTONPORT-ROCK ISLAND-MOLINE, IOWA.—ILL.: Bureau 4.5, Carroll 2.2, Henderson 1.1, Henry 6.4, Jo Daviess 2.8, Knox 7.1, Mercer 2.2, Rock Island 19.2, Warren 2.5, Whiteside 7.5; IOWA: Cedar 2.3, Clinton 6.4, Des Moines 3.7, Henry 2.9, Jackson 2.8, Louisa 1.4, Muscatine 4.8, Scott 18.1. Tot. Hlds.: 318,160.

DAYTON, OHIO.—IND.: Wayne 5.4; OHIO: Auglaize 3.2, Champaign 2.6, Clark 11.1, Darke 4.1, Greene 9.4, Logan 3.2, Mercer 2.7, Miami 6.9, Montgomery 45.3, Preble 3.0, Shelby 3.0. Tot. Hlds.: 332,300.

DENVER, COLO.— Adams 10.0, Arapahoe 15.0, Boulder 9.3, Cheffee 0.5, Clear Creek 0.3, Denver 22.0, Douglas 1.4, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 15.3, Kit Carson 0.3, Lake 0.2, Larimer 9.8, Lincoln 0.2, Logan 0.7, Mineral 0.0, Moffat 0.5, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Premier 0.5, Rio Blanco 0.2, Routt 0.5, San Juan 0.0, Sedgewick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 4.9, Yuma 0.4; WYO: Box Butte 0.5, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Kimball 0.2; WYO: Albany 1.2, Campbell 1.1, Carbon 0.6, Condon 0.5, Johnson 0.2, Moriara 0.1, Platte 0.4. Tot. Hails: 1,848,700.

DES MOINES, IOWA— Adair 0.9, Appanoose 1.6, Audubon 0.8, Boone 2.6, Calhoun 1.2, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Franklin 1.3, Greene 1.2, Guthrie 1.2, Hamilton 1.7, Hardin 2.1, Humboldt 1.3, Jasper 3.7, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.1, Monroe 0.8, Pocahontas 1.1, Polk 34.5, Pottawattami 1.9, Ringgold 0.6, Story 0.6, Union 1.4, Wapello 4.0, Warren 3.5, Wayne 0.8, Webster 4.4, Wright 1.6; MO: Mercer 0.4. Tot. Hails: 383,880.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.2, Macomb 14.8, Monroe 2.7, Oakland 23.0, St. Clair 3.0, Washtenaw 5.9, Wayne 47.0. Tot. Hails: 1,737,980.

DOTHAN, ALA.— Coffee 14.5, Dale 16.1, Geneva 9.8, Henry 5.4, Houston 20.2; FLA: Holmes 5.9, Jackson 14.8, GA: Early 4.4. Tot. Hails: 104,380.

DULUTH-SUPERIOR, MINN.— MICH: Gogebic 1.3; MINN: Aitkin 3.1, Carlton 6.2, Cook 1.8, Itasca 9.5, Koochiching 3.3, Lake 2.4, St. Louis 45.3; WISC: Ashland 3.7, Bayfield 3.2, Douglas 5.5, Iron 1.6, Sawyer 3.3, Washburn 3.4. Tot. Hails: 171,880.

EL CENTRO-YUMA, CALIF.— AZEC: Yuma 49.7; CALIF: Imperial 50.3. Tot. Hails: 97,300.

EL PASO, TEX.— BLM: Dona Ana 20.3; TEX: Culberson 0.5, El Paso 78.9, Hartsfield 0.5. Tot. Hails: 231,080.

ELmira, N.Y.— Chemung 40.1, Steuben 42.4; PA: Tioga 17.5. Tot. Hails: 85,700.

ERIE, PA.— Crawford 20.7, Erie 66.9, Forest 1.2, Warren 11.2. Tot. Hails: 155,880.

EUGENE, ORE.— Benton 12.9, Coos 12.4, Douglas 18.7, Lane 56.1. Tot. Hails: 180,380.

EUREKA, CALIF.— Del Norte 14.3, Humboldt 85.7. Tot. Hails: 54,500.

EVANSVILLE, IND.— ILL: Edwards 1.4, Wabash 2.1, Wayne 2.8, White 2.7; IND: Dubois 4.9, Gibson 4.8, Perry 2.4, Pike 2.0, Posey 3.5, Spencer 2.6, Vanderburgh 25.3, Warrick 6.3; KY: Daviess 12.4, Hancock 1.1, Henderson 6.1, Hopkins 6.7, McLean 1.3, Muhlenberg 4.3, Ohio 3.0, Union 2.2, Webster 2.1. Tot. Hails: 355,300.

FAIRFAX, VA.— MICH: Becker 5.1, Clay 7.8, Clearwater 1.4, Clinton 1.1, Lake of the Woods 0.7, Malmenow 0.8, Marshall 2.1, Norman 1.5, Otter Tail 9.1, Pennington 2.6, Polk 5.7, Red Lake 0.8, Roseau 2.2, Wilkin 1.3; N.D.: Barnes 2.3, Benson 1.1, Cass 10.0, Cavalier 1.2, Dickey 1.1, Eddy 0.6, Foster 0.7, Grand Forks 11.3, Griggs 0.8, La Moure 1.0, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 2.2, Sargent 0.8, Steele 0.5, Stutsman 4.2, Towner 0.7, Traill 1.8, Walsh 2.6. Tot. Hails: 218,480.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hails: 99,300.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.2, Clare 2.3, Genesee 35.5, Gladwin 2.0, Grosse Pointe 3.1, Huron 3.0, Isabella 2.6, Iosco 2.9, Midland 5.9, Ogemaw 1.5, Saginaw 18.9, Sanilac 3.4, Shiawassee 5.4, Tuscola 4.2. Tot. Hails: 485,300.

FLORENCE, S.C.— Darlington 15.3, Dillon 6.9, Florence 23.0, Horry 24.8, Marion 7.8, Marlboro 7.0. Tot. Hails: 182,880.

FT. MYERS-NAPLES, FLA.— Charlotte 17.8, Collier 23.2, Glades 1.2, Hendry 3.5, Lee 54.4. Tot. Hails: 242,180.

FT. SMITH, ARK.— Benton 1.1, Crawford 0.1, Franklin 3.0, Logan 4.0, Madison 2.4, Polk 3.3, Scott 2.2, Sebastian 20.8, Washington 21.0; OKLA: Le Flore 8.9, Sequoyah 6.5. Tot. Hails: 184,380.

FT. WAYNE, IND.— Adams 4.5, Allen 48.1, De Kalb 8.3, Huntington 5.9, Jay 3.5, Noble 6.1, Steuben 4.8, Wabash 5.4, Wells 4.1, Whitley 3.5; OHIO: Paulding 3.5, Van Wert 6.0. Tot. Hails: 335,300.

FRESNO-VISALIA, CALIF.— Fresno 50.4, Kings 6.3, Modoc 6.2, Merced 1.3, Murrel 18.1, Tulare 22.8. Tot. Hails: 438,300.

GAINESVILLE, FLA.— Alachua 82.0, Dixie 4.0, Gilchrist 2.8, Levy 11.1. Tot. Hails: 87,380.

GRAND JUNCTION-DURANGO, COLO.— Delta 13.4, La Plata 18.1, Mesa 51.1, Montrose 14.1, Ouray 1.1, San Miguel 2.3. Tot. Hails: 85,500.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, Barry 2.8, Branch 2.4, Calhoun 6.5, Ionia 2.8, Kalamazoo 13.4, Kent 29.3, Mecosta 2.0, Montcalm 3.0, Muskegon 0.4, Newaygo 2.4, Oceana 1.3, Otsego 9.7, St. Joseph 3.6, Van Buren 4.2. Tot. Hails: 822,300.

GREAT FALLS, MONT.— Blaine 3.7, Cascade 45.9, Chouteau 3.3, Fergus 7.3, Glacier 5.7, Hill 10.3, Judith Basin 1.5, Liberty 1.5, Mussouri 1.2, Phillips 3.1, Pondera 3.7, Teton 3.7, Toole 3.3, Valley 5.5. Tot. Hails: 84,700.

GREEN BAY-APPLETON, WISC.— MICH: Delta 3.6, Dickinson 2.8, Menominee 2.5, Schoecraft 0.8, WISC: Brown 18.9, Calumet 3.3, Door 2.8, Fond du Lac 6.5, Green Lake 2.0, Kewaunee 1.8, Manitowish 7.9, Marinette 4.2, Menominee 0.3, Oconto 3.1, Outagamie 13.2, Shawano 3.7, Waupaca 4.4, Waushara 2.2, Winnebago 14.0. Tot. Hails: 380,800.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.9, Alleghany 0.8, Caswell 1.4, Davidson 8.2, Davie 2.1, Forsyth 21.0, Guilford 25.5, Montgomery 1.7, Randolph 7.7, Rockingham 6.5, Stokes 2.7, Surry 4.8, Wilkes 4.6, Yadkin 2.2; VA: Giles city 0.6, Patrick 1.3. Tot. Hails: 512,900.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.5, Bertie 3.4, Carteret 9.4, Craven 13.8, Duplin 7.0, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 1.0, Martin 4.3, Onslow 17.5, Pamlico 1.8, Per 17.7, Tyrrell 0.6, Washington 2.3. Tot. Hails: 222,080.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.2, Stephens 1.2; N.C.: Buncombe 10.9, Graham 0.4, Haywood 3.0, Henderson 4.5, Jackson 1.5, McDowell 2.1, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.6, Vance 0.9; S.C.: Abbeville 1.3, Anderson 8.7, Cherokee 2.4, Greenville 19.0, Greenwood 3.8, Laurens 3.0, Oconee 3.4, Pickens 5.0, Spartanburg 12.9, Union 1.7. Tot. Hails: 642,300.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, Carroll 4.1, Grenada 8.3, Humphreys 5.4, Leflore 16.7, Sunflower 13.0, Tallahatchie 6.5, Washington 28.7. Tot. Hails: 83,280.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hails: 42,180.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, Cumberland 13.2, Dauphin 17.4, Juniata 1.4, Lancaster 26.8, Lebanon 7.5, Mifflin 3.3, Perry 2.8, York 23.0. Tot. Hails: 557,980.

HARTFORD-NEW HAVEN, CONN.— Hartford 35.5, Litchfield 7.0, Middlesex 6.0, New Haven 32.7, New London 10.1, Tolland 4.7, Windham 4.1. Tot. Hails: 902,800.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hails: 19,800.

HUNTSVILLE-DECATUR-FLORIAN, ALA.— Colbert 6.9, De Kalb 7.0, Franklin 3.7, Jackson 6.4, Lauderdale 10.7, Lawrence 3.6, Limestone 6.1, Madison 30.3, Marshall 9.9, Morgan 12.5; TENN: Lincoln 3.5. Tot. Hails: 384,180.

IDAH0 FALLS-POCATELLO, IDA.— Benneket 23.5, Bingham 11.4, Bonnerville 23.6, Butte 1.0, Cassia 6.3, Clark 0.3, Custer 1.8, Fremont 3.5, Jefferson 5.2, Laramie 2.6, Madison 5.6, Minidoka 6.6, Power 2.5, Teton 0.9; WYO: Lincoln 5.2. Tot. Hails: 182,180.

INDIANAPOLIS, IND.— Bartholomew 2.8, Benton 0.4, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.6, Cass 1.8, Clinton 1.4, Decatur 1.9, Delaware 5.1, Fayette 1.2, Fountain 0.9, Grant 3.3, Hamilton 4.2, Hancock 1.9, Hendricks 0.0, Henry 2.2, Howard 3.8, Johnson 2.5, Madison 5.8, Marion 36.4, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.2, Owen 0.8, Putnam 1.2, Randolph 1.3, Rush 0.6, Shelby 1.7, Tipton 0.7, Warren 0.3, White 1.1. Tot. Hails: 352,300.

JACKSON, MISS.— Adams 4.7, Attala 2.4, Calhoun 1.3, Copiah 3.3, Franklin 1.1, Hinds 32.7, Holmes 2.8, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.3, Lincoln 3.9, Madison 6.1, Pike 4.7, Rankin 10.0, Scott 3.3, Sharkey 0.8, Simpson 3.0, Smith 1.8, Tipton 1.6, Warren 6.6, Yazoo 3.3. Tot. Hails: 281,500.

JACKSON, TENN.— Carroll 15.6, Hardin 14.5, Henderson 15.6, Madison 51.3. Tot. Hails: 86,500.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.7, Clay 7.8, Columbia 3.4, Duval 58.2, Nassau 3.5, Putnam 5.3, St. Johns 7.0, Union 0.5; GA: Brantley 0.8, Camden 1.5, Charlton 0.6, Clinch 0.5, Glynn 5.1, Ware 2.9. Tot. Hails: 457,180.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.3, Blair 17.8, Cambria 22.1, Cameron 1.0, Centre 14.2, Clearfield 10.8, Elk 4.9, Huntingdon 5.4, Jefferson 6.7, Somerset 10.8. Tot. Hails: 283,300.

JONESBORO, ARK.— Clay 10.4, Craighead 32.7, Greene 16.8, Izard 6.1, Lawrence 9.6, Randolph 9.9, Sharp 8.6; MO: Ripley 6.9. Tot. Hails: 74,080.

JOPLIN-PITTSBURG, MO.— KANS: Allen 4.2, Bourbon 4.8, Cherokee 6.3, Crawford 10.8, Labette 6.7, Neosho 4.8, Wilson 3.9, Woodson 1.3; MO: Barton 3.3, Jasper 24.8, McDonald 4.4, Newton 11.7, Vernon 5.4; OKLA: Ottawa 9.7. Tot. Hails: 143,880.

KANSAS CITY, MO.— KANS: Anderson 0.4, Atchison 0.9, Doniphan 0.5, Douglas 3.6, Franklin 1.1, Jefferson 0.8, Johnson 17.5, Leavenworth 2.7, Linn 0.5, Miami 1.1, Wyandotte 8.7; MO: Andrew 0.7, Bates 0.8, Caldwell 0.4, Carroll 0.6, Cass 2.8, Clay 7.8, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.6, Harry 1.1, Jackson 33.8, Johnson 1.7, Lafayette 1.6, Linn 0.8, Livingston 0.8, Pettie 1.9, Platte 2.5, Ray 1.1, Saline 1.2. Tot. Hails: 752,900.

KNOXVILLE, TENN.— KY: Bell 2.9, Knox 2.7, McCreary 1.4, Wayne 1.8; TENN: Anderson 6.9, Blount 6.2, Campbell 3.4, Claiborne 2.4, Cocke 2.8, Cumberland 3.1, Fentress 1.4, Grainger 1.8, Hamilton 5.2, Hancock 0.6, Jefferson 3.1, Knox 23.0, Loudon 3.0, Monroe 2.6, Morgan 1.4, Roane 4.6, Scott 1.8, Sevier 4.7, Union 1.2. Tot. Hails: 404,300.

LA CROSSE-EAU CLAIRE, WISC.— MINN: Houston 3.8, Winona 9.7; WISC: Buffalo 3.3, Chippewa 11.5, Crawford 3.6, Eau Claire 19.0, Jackson 3.8, La Crosse 21.7, Monroe 8.2, Rush 3.5, Trempealeau 5.8, Vernon 0.1. Tot. Hails: 188,700.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hails: 43,880.

LAFAYETTE, LA.— Acadia 10.2, Allen 3.7, Evangeline 6.2, Iberia 11.3, Jefferson Davis 5.6, Lafayette 20.7, St. Landry 15.3, St. Martin 7.5, Vermilion 9.5. Tot. Hails: 198,180.

LAKE CHARLES, LA.— Beauregard 14.9, Calcasieu 80.8, Cameron 4.5. Tot. Hails: 76,900.

LANSING, MICH.— Clinton 8.6, Eaton 15.5, Hillsdale 6.8, Ingham 45.7, Jackson 23.4. Tot. Hails: 225,980.

LAREDO, TEX.— Webb 82.2, Zapata 7.8. Tot. Hails: 35,700.

LAS VEGAS, NEV.— Clark 88.1, Lincoln 0.5, Nye (southern portion) 1.3. Tot. Hails: 265,700.

LAUREL-HATTIESBURG, MISS.— Covington 6.6, Forrest 28.8, Jasper 6.6, Jones 25.6, Lamar 10.9, Marion 10.2, Perry 3.9, Wayne 7.8. Tot. Hails: 96,680.

LEXINGTON, KY.— Anderson 1.4, Bell 1.0, Bourbon 2.0, Boyle 2.7, Breathitt 1.5, Casey 1.6, Clark 3.0, Clay 2.1, Estill 1.5, Fayette 24.0, Fleming 1.3, Franklin 4.8, Garrard 1.2, Harten 3.9, Harrison 1.8, Jackson 1.2, Jessamine 2.9, Laurel 4.2, Lee 0.8, Leslie 1.3, Lincoln 1.9, Madison 5.3, Menifee 0.4, Mercer 2.0, Montgomery 2.1, Nicholas 0.7, Owsley 0.5, Perry 3.3, Powell 1.1, Pulaski 5.2, Robertson 0.2, Rockcastle 1.5, Rowan 1.8, Russell 1.5, Scott 2.3, Shelby 2.6, Wolfe 0.7, Woodford 1.9. Tot. Hails: 388,080.

LIMA, OHIO.— Allen 100.0. Tot. Hails: 41,900.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS: Chase 1.8, Jewett 0.7, Republic 1.1, Smith 0.9, Washington 1.2; NEB: Adams 4.7, Boone 1.0, Brown 0.8, Buffalo 5.4, Chase 0.7, Clay 1.1, Custer 2.0, Dawson 3.2, Fillmore 1.1, Franklin 0.6, Frontier 0.6, Furness 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.4, Hamilton 1.3, Marion 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.8, Lancaster 32.8, Leach 0.1, Morrill 1.2, Nance 0.7, Huskells 1.0, Perkins 0.6, Phelps 1.5, Platte 4.2, Polk 0.9, Radcliff 1.9, Rock 0.4, Saline 1.9, Sherman 0.8, Thayer 1.0, Valley 0.3, Webster 0.8, Wheeler 0.2, York 2.2. Tot. Hails: 254,380.

LITTLE ROCK, ARK.— Arkansas 1.8, Bradley 1.1, Calhoun 0.5, Chicot 1.2, Clark 1.7, Cleburne 1.7, Cleveland 0.6, Conway 1.5, Dallas 0.9, Deade 1.4, Drew 1.4, Faulkner 4.4, Garland 7.1, Grant 1.1, Hot Spring 2.3, Independence 2.8, Jackson 1.8, Jefferson 0.7, Johnson 1.5, Lincoln 0.8, Lenoir 3.0, Monroe 1.9, Montgomery 0.7, Nevada 0.8, Osceola 2.8, Perry 0.8, Pike 0.9, Pope 3.7, Prairie 0.8, Pulaski 29.6, Saline 4.5, Searcy 0.8, Stone 0.8, Van Buren 1.4, White 4.2, Woodruff 0.9, Yell 1.5. Tot. Hails: 482,900.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (southern portion) 0.6, Los Angeles 63.7, Orange 16.3, Riverside (southern portion) 5.7, San Bernardino 9.2, Ventura 4.3. Tot. Hails: 4,880,300.

TV MARKET PROFILES

LOUISVILLE, KY.— IND: Clark 6.0, Crawford 5.7, Floyd 4.5, Harrison 1.9, Jackson 2.5, Jefferson 1.9, Jennings 1.5, Lawrence 3.0, Orange 1.3, Scott 1.4, Washington 1.5; KY: Broadbent 1.2, Bullitt 2.8, Carroll 0.6, Grayson 1.5, Gross 0.7, Harlan 5.5, Hart 1.1, Henry 0.9, Jefferson 48.1, Lane 0.6, Marlon 1.1, Meade 1.5, Nelson 1.9, Ochsner 1.9, Shelby 1.8, Spencer 0.4, Taylor 1.9, Trimble 0.4, Washington 0.6. Tot. Hlds.: 344,785.

LUBBOCK, TEX.— Sulley 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 3.8, Dickens 0.8, Floyd 2.2, Garza 1.3, Hale 2.2, Hestley 5.8, Kent 0.2, King 0.1, Lamb 4.2, Lubbock 58.5, Lynn 1.8, Tarry 3.8, Yousum 2.5. Tot. Hlds.: 137,396.

MADON, GA.— Baldwin 6.9, Bibb 32.0, Blackley 2.1, Crawford 1.4, Dodge 3.4, Duddy 2.1, Houston 18.4, Johnson 1.8, Jones 4.0, Larrans 8.0, Morris 3.2, Peach 4.4, Pickett 1.8, Tulga 2.6, Washington 3.7, Wilson 1.5, Williams 2.1. Tot. Hlds.: 174,590.

MADISON, WISC.— Columbia 6.5, Dane 51.3, Green 4.4, Ives 2.8, Jones 3.1, Lohmeyer 2.2, Marquette 2.0, Randall 2.4, Rock 18.9, Shank 6.5. Tot. Hlds.: 276,555.

MARIKAT, IOWA.— Emmet 20.1; IOWA: Blue Earth 79.9. Tot. Hlds.: 23,880.

MARQUETTE, MICH.— Alger 5.5, Baraga 5.5, Houghton 24.0, Iron 10.1, Keweenaw 1.2, Marquette 48.1, Ontonagon 6.2; WISC: Florence 2.5. Tot. Hlds.: 55,555.

MCALLER-GROSVILLE, TEX.— Cameron 30.0, Hidalgo 52.4, Starr 5.1, Wilcox 2.8. Tot. Hlds.: 194,590.

MEDFORD, ORE.— CALIF: Madras 2.5, Medford 12.6; ORE: Curry 5.4, Jackson 40.1, Josephine 21.0, Klamath 16.1, Lake 2.2. Tot. Hlds.: 137,396.

MESPHOS, TENN.— ARK: Crittenden 2.8, Cruse 1.1, Lee 0.8, Mississippi 3.5, Phillips 1.8, Polk 1.5, St. Francis 1.8; MISS: Adams 2.2, Benton 0.4, Cashmere 2.0, De Soto 3.7, Lafayette 1.2, Marshall 1.8, Paducah 1.7, Quitman 0.6, Tate 1.2, Tippah 1.2, Tipton 0.5, Union 1.5; MO: Pemiscot 1.4; TENN: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.4, Gibson 3.2, Henderson 1.4, Haywood 1.2, Lauderdale 1.5, Maury 1.8, Shelby 50.5, Tipton 2.1. Tot. Hlds.: 915,305.

MESMOR, MISS.— ALA: Chickasaw 5.8, Sumner 7.5; MISS: Clarke 1.3, Kemper 5.2, Lauderdale 4.3, Neshoba 13.6, Newton 11.3. Tot. Hlds.: 67,485.

MIAMI, FLA.— Broward 41.4, Dade 55.9, Monroe 2.7. Tot. Hlds.: 1,271,665.

MILWAUKEE, WISC.— Dodge 3.5, Jefferson 3.3, Kaneoka 5.8, Milwaukee 48.3, Oakdale 3.3, Racine 3.5, Sheboygan 5.0, Washburn 3.8, Washington 4.1, Wausau 13.5. Tot. Hlds.: 174,590.

MINNEAPOLIS-ST. PAUL, MINN.— Ancker 5.8, Ballard 0.9, Benton 0.8, Big Stone 0.2, Boon 0.8, Carver 1.2, Cass 0.6, Chippewa 0.4, Chicago 0.7, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.8, Douglas 0.9, Goodhue 1.1, Grant 0.2, Hennepin 31.5, Hubbard 0.4, Isanti 0.7, Kandish 0.4, Kandiyohi 1.1, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.7, McLeod 0.5, Martin 0.7, Mower 0.9, Mille Lacs 0.5, Morrison 0.8, Mower 0.5, Pipe 0.5, Pope 0.5, Ramsey 14.2, Redwood 0.5, Hennepin 0.5, Rice 1.2, Scott 1.4, Sherburne 0.9, St. Louis 0.4, Stevens 2.6, Steele 0.5, Stevens 0.3, Swift 0.3, Todd 0.7, Traverse 0.1, Wadena 0.8, Wadena 0.4, Waseca 0.5, Washington 3.4, Wabasha 0.4, Wright 1.5, Yellow Medicine 0.3; WISC: Dunn 1.2, Burnett 0.4, Dunn 0.5, Pepin 0.2, Pierce 0.9, Polk 1.5, St. Cloud 1.3. Tot. Hlds.: 1,285,485.

MINOT-ARMAROCK-CHICKSON-GLENDIVE, N.D.— MONT: Daniels 0.7, Dawson 2.8, McCaw 0.6, McPherson 3.1, Rosebud 2.8, Sheridan 1.3, Wibaux 0.9; N.D.: Adams 5.8, Billings 0.5, Billings 2.2, Bowman 1.1, Burke 1.0, Burleigh 1.0, Divide 0.8, Dunn 1.1, Egan 1.4, Golden Valley 0.9, Grand 1.0, Hottel 1.0, Judd 1.0, Logan 0.8, McHenry 1.9, McPherson 1.3, McIntosh 1.8, McLean 3.0, Mercer 5.4, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Rosebud 1.5, Teton 2.8, Sheridan 0.7, Sioux 0.8, Slope 0.3, Stark 6.8, Ward 15.0, Wells 1.8, Wibaux 4.4; S.D.: Campbell 0.6, Corson 1.5, Porcupine 1.2. Tot. Hlds.: 144,590.

MISSOULA, MONT.— Montana 29.2, Granite 1.4, Lake 10.2, Missoula 2.9, Missoula 30.0, Ravalli 12.6, Sanders 4.7. Tot. Hlds.: 46,590.

MOBILE-PENSACOLA, ALA.— Baldwin 7.7, Clark 2.1, Cassard 1.2, Escambia 2.8, Mobile 31.1, Monroe 1.7, Washington 1.3; FLA: Alachua 22.5, Chiefland 12.2, Santa Rosa 5.5; MISS: George 1.2, Greene 0.7, Jackson 0.7. Tot. Hlds.: 461,690.

MONROE-EL DORADO, LA.— ARK: Ashley 5.1, Union 10.1; LA: Calverton 2.5, Calverton 4.5, Covington 4.5, East Carroll 2.0, Franklin 4.5, Jackson 2.7, La Salle 3.5, Lincoln 7.5, Madison 3.1, Metairie 7.1, Opelousas 25.0, Redwood 4.3, Tensas 1.5, Union 4.3, West Carroll 2.5, West 3.4. Tot. Hlds.: 194,590.

MONTGOMERY-BELMA, ALA.— Autauga 5.8, Bullock 1.5, Butler 3.7, Covington 4.7, Crenshaw 2.4, Dallas 8.6, Elmore 7.8, Lee 1.9, Macon 4.0, Marengo 3.8, Montgomery 37.3, Perry 2.2, Pike 4.8, Tallapoosa 0.9, Wilcox 2.1. Tot. Hlds.: 218,000.

NASHVILLE, TENN.— KY: Allen 0.8, Barren 1.9, Butler 0.6, Christian 2.8, Clinton 0.5, Cumberland 0.4, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN: Bedford 1.8, Benton 0.9, Cannon 0.8, Chatham 1.4, Clay 0.4, Coffee 2.5, Davidson 29.1, Deader 0.8, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.3, Henry 1.8, Hickman 0.8, Houston 0.5, Humphreys 0.5, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Meigs 3.0, Montgomery 4.7, Moore 0.2, Overton 1.0, Parry 0.4, Pleasent 0.2, Putnam 2.8, Robertson 2.1, Rutherford 5.8, Smith 0.8, Stewart 0.5, Sumner 5.1, Trousdale 0.4, Van Buren 0.2, Warren 1.8, Wayne 0.8, White 1.1, Williamson 3.8, Wilson 2.2. Tot. Hlds.: 710,500.

NEW ORLEANS, LA.— Jefferson 27.2, Lafourche 4.5, Orleans 30.0, Plaquemine 1.5, St. Bernard 5.7, St. Charles 2.9, St. James 1.6, St. John the Baptist 2.0, St. Tammany 0.5, Tangipahoa 4.9, Terrebonne 5.1, Washington 2.8; MISS: Hancock 1.5, Pearl River 2.2. Tot. Hlds.: 835,300.

NEW YORK, N.Y.— CONN: Fairfield 4.2; N.J.: Bergen 4.5, Essex 4.4, Hudson 3.0, Hunterdon 0.5, Middlesex 3.3, Monmouth 2.9, Morris 2.1, Ocean 2.4, Passaic 2.4, Somerset 1.1, Sussex 0.6, Union 2.7, Warren 0.5; N.Y.: Broome 6.8, Dutchess 1.3, Elgin 12.7, Hamilton 6.3, New York (Manhattan) 10.9, Orange 1.4, Putnam 0.4, Queens 10.7, Richmond 1.0, Rockland 1.2, Suffolk 5.1, Sullivan 0.4, Ulster 0.9, Westchester 4.9; PA: Pike 0.1. Tot. Hlds.: 7,575,800.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C: Camden 0.4, Chowan 0.8, Currituck 1.3, Dare 1.8, Gates 0.8, Halifax 1.5, Northampton 1.4, Pamlico 2.0, Perquimans 0.7; VA: Accomack 2.2, Chesapeake city 8.5, Franklin city 0.5, Gloucester 1.9, Hampton city 8.0, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.6, Norfolk city 16.5, Northampton 1.0, Poquoson city 0.8, Portsmouth city 7.2, Southampton 1.0, Suffolk city 0.2, Surry 0.4, Virginia Beach city 21.4, Williamsburg city 0.7, York 2.2. Tot. Hlds.: 967,100.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.8, Hooker 2.2, Keith 20.3, Lincoln 69.2, Logan 2.2, McPherson 1.1, Thomas 2.2. Tot. Hlds.: 18,590.

ODessa-MIDLAND, TEX.— N.M.: ALA (southern portion) 1.8; TEX: Andrews 3.5, Brewster 2.1, Crane 1.1, Ector 22.6, Garza 2.2, Garza 0.5, Howard 6.9, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 29.0, Pecos 3.4, Presidio 1.3, Reagan 1.0, Reeves 3.4, Terrell 0.4, Upton 1.1, Ward 3.2, Winkler 2.2. Tot. Hlds.: 142,590.

OKLAHOMA CITY, OKLA.— Adair 0.4, Beckham 1.3, Blaine 0.8, Caddo 2.1, Canadian 4.3, Cleveland 0.9, Custer 1.8, Dewey 0.4, Ellis 0.4, Garfield 0.4, Garvin 1.3, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 0.9, Kay 3.4, Kingfisher 0.9, Kiowa 0.5, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.5, Noble 0.8, Oklahoma 0.7, Oklahoma 41.9, Payne 4.9, Pottawatomie 3.7, Regar 0.5, Seminole 1.8, Washita 0.9, Woods 0.7, Woodward 1.2. Tot. Hlds.: 998,100.

OMAHA, NEB.— IOWA: Adams 0.5, Cass 1.8, Crawford 1.9, Fremont 1.1, Harrison 1.7, Mills 1.3, Montgomery 1.5, Page 2.1, Pottawatomie 0.8, Shelby 1.5, Taylor 0.8; MO: Atchison 0.9; NEB: Bart 1.0, Butler 0.9, Cass 2.4, Coffey 1.0, Cuming 1.1, Dodge 4.0, Douglas 4.4, Johnson 0.5, Kearney 0.9, Ota 1.7, Pawnee 0.4, Richardson 1.2, Ripley 0.2, Saunders 2.0, Grand 1.7, Washington 1.7. Tot. Hlds.: 282,800.

ORLANDO-DAYTONA BEACH-NELSONVILLE, FLA.— Bremer 18.7, Flagler 1.1, Lake 7.9, Marion 0.5, Orange 29.8, Osceola 4.4, Seminole 11.8, Santa 1.4, Volusia 17.5. Tot. Hlds.: 841,600.

OTTUMBA-KINKADEE, IOWA.— Davis 11.5, Jefferson 22.9, Van Buren 10.9; MO: Adair 31.5, Putnam 7.3, Schuyler 6.9, Sullivan 2.7. Tot. Hlds.: 26,890.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL: Alexander 1.4, Franklin 0.5, Gallatin 0.8, Hamilton 1.2, Harbo 0.7, Jackson 7.2, Johnson 1.0, Macon 1.8, Pope 0.6, Polk 1.1, Saline 2.7, Union 2.5, Williamson 7.5; KY: Ballard 1.0, Caldwell 1.5, Callaway 2.6, Carlisle 0.8, Crittenden 1.8, Fulton 0.9, Graves 4.0, Hickman 0.8, Lexington 1.1, Lyon 0.7, McCracken 7.4, Marshall 2.2; MO: Bollinger 1.9, Butler 4.5, Cape Girardeau 0.9, Carter 0.6, Dandridge 3.9, Hickman 1.5, New Madrid 2.3, Reynolds 0.8, Scott 4.5, Shickel 2.4, Wayne 1.5; TENN: Lake 0.8, Otter 4.0, Wabash 3.7. Tot. Hlds.: 291,590.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hlds.: 68,890.

PANAMA CITY, FLA.— Bay 82.8, Calhoun 4.2, Franklin 5.5, Gulf 5.3, Liberty 2.1, Walker 13.9, Washington 7.8. Tot. Hlds.: 96,890.

PATERSBURG, W.VA.— Wood 100.0. Tot. Hlds.: 38,390.

PEORIA-BLOOMINGTON, ILL.— Fulton 7.3, McLean 22.0, Marshall 2.4, Mason 3.2, Peoria 34.4, Putnam 1.0, Stark 1.2, Tazewell 22.9, Woodford 5.6. Tot. Hlds.: 210,600.

PHILADELPHIA, PA.— DEL: Kent 1.4, New Castle 5.7; N.J.: Atlantic 3.1, Burlington 5.0, Camden 0.9, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.4, Salem 0.8; PA: Berks 4.8, Berks 7.1, Chester 4.7, Delaware 7.9, Lehigh 4.2, Monroe 1.3, Montgomery 9.4, Northampton 3.4, Philadelphia 23.7. Tot. Hlds.: 2,705,800.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.6, Graham 0.8, Greenlee 0.3, La Paz 0.6, Maricopa 61.7, Mohave 3.8, Navajo 2.3, Pinal 3.6, Yavapai 4.3; CALIF: Riverside (central portion) 0.8. Tot. Hlds.: 991,700.

PITTSBURGH, PA.— MD: Garrett 0.9; PA: Allegheny 48.5, Armstrong 2.5, Beaver 6.1, Butler 4.7, Clarion 1.3, Fayette 4.8, Greene 1.3, Indiana 2.6, Lawrence 3.2, Venango 2.0, Washington 0.9, Westmoreland 12.3; W.VA: Hancock 1.3, Monongalia 2.5, Preston 1.0. Tot. Hlds.: 1,177,800.

PORTLAND, ORE.— Baker 0.7, Clackamas 11.7, Clatsop 1.8, Clatsop 1.7, Crook 0.7, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.8, Lin 4.1, Marion 10.1, Multnomah 29.5, Polk 2.2, Sherman 0.1, Tillamook 1.1, Union 1.0, Wasco 1.0, Washington 12.2, Wheeler 0.1, Yamhill 2.6; WASH: Clark 9.9, Cowlitz 3.8, Kitsap 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hlds.: 625,900.

PORTLAND-POLAND SPRING, MAINE.— Androscoggin 11.5, Cumberland 27.4, Franklin 3.3, Kennebec 13.1, Knox 4.2, Lincoln 3.4, Oxford 5.9, Sagadahoc 3.7, York 18.1; N.J.: Carroll 4.4, Cook 4.0. Tot. Hlds.: 254,800.

FRESNO ISLE, MAINE.— Arundel 105.3. Tot. Hlds.: 29,890.

PROVIDENCE-NEW BEDFORD, R.I.— MASS: Bristol 33.2, Dukes 1.0; RI: Bristol 2.9, Kent 10.7, Newport 5.8, Providence 39.9, Washington 0.7. Tot. Hlds.: 886,800.

QUINCY-HARRISBURG, ILL.— Adams 21.8, Brown 1.8, Cass 4.4, Hancock 7.5, McDonough 10.2, Pike 0.9, Schuyler 2.5, Scott 1.8; IOWA: Lee 13.3; MO: Clark 2.4, Knox 1.7, Lewis 0.3, Macon 5.2, Marion 8.7, Monroe 2.9, Noble 2.6, Scotland 1.7, Shelby 2.4. Tot. Hlds.: 122,790.

RALEIGH-DURHAM, N.C.— Chatham 2.1, Cumberland 12.8, Durham 10.0, Edgecombe 1.0, Franklin 1.9, Granville 1.9, Halifax 2.9, Harnett 2.5, Hoke 1.1, Johnston 4.5, Lee 2.3, Moore 3.5, Nash 4.0, Orange 5.0, Person 1.8, Sampson 2.7, Scotland 1.8, Vance 2.1, Wake 21.8, Warren 0.8, Wayne 5.5, Wilson 3.5; VA: Mecklenburg 1.8. Tot. Hlds.: 685,100.

RAPID CITY, S.D.— MONT: Carter 0.7; NEB: Banner 0.3, Garden 1.2, Grant 0.3, Morrill 2.9, Sheridan 3.2, Sioux 0.9; S.D.: Bennett 1.2, Butte 3.8, Custer 3.1, Fall River 3.8, Hanson 1.2, Harding 0.7, Jackson 1.4, Lawrence 0.4, Meade 0.4, Pennington 36.6, Sherman 3.5, Ziebach 0.7; WYO: Creek 2.8, Sheridan 11.6, Washita 3.2. Tot. Hlds.: 66,990.

RENO, NEV.— CALIF: Alpine 0.2, El Dorado (central portion) 8.8, Lassen 4.3, Mono 2.1, Placer (central portion) 2.4; NEV: Carson City 3.8, Churchill 2.9, Douglas 5.5, Esmeralda 0.2, Esmeralda 0.2, Humboldt 2.4, Lander 1.0, Lyon 3.9, Mineral 1.4, Nye (central portion) 1.5, Pershing 0.9, Storey 0.3, Washoe 54.3. Tot. Hlds.: 181,590.

RICHMOND, VA.— Amelia 0.8, Augusta 4.2, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 14.1, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.4, Emporia city 0.4, Essex 0.7, Fluvanna 1.0, Gloucester 1.0, Greene 0.7, Greensville 0.7, Henrico 4.8, Henrico 10.0, Henrico city 2.0, King and Queen 0.8, King William 0.5, Lancaster 1.8, Loudoun 1.8, Lunenburg 1.0, Madison 0.9, Middleburg 0.9, Nelson 1.0, New Kent 0.9, Northumberland 0.9, Potomac 1.2, Orange 1.7, Petersburg city 3.0, Powhatan 0.8, Prince Edward 1.2, Prince George 1.5, Richmond 0.9, Richmond city 20.4, Shenandoah city 1.5, Spotswood 0.8, Westmoreland city 1.5. Tot. Hlds.: 486,790.

ROANOKE-LYNCHBURG, VA.— Allegheny 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.5, Bedford 3.8, Bedford city 0.7, Botetourt 2.5, Burke 1.0, Charlottesville 0.5, Carroll 2.6, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.5, Craig 0.4, Danville city 4.5, Floyd 1.3, Franklin 0.6, Giles 1.7, Grayson 1.7, Halifax 2.7, Henry 5.5, Highland 0.3, Loudoun city 0.8, Lynchburg city 7.0, Martinsville city 2.0, Montgomery 0.4, Pittsylvania 0.8, Pulaski 2.8, Radford city 1.1, Roanoke 7.5, Roanoke city 12.9, Rockbridge 1.4, Salem city 2.4, Smith Station city 0.7, Wythe 2.8; W.VA: Pocahontas 1.0. Tot. Hlds.: 844,800.

ROCHESTER, N.Y.— Livingston 6.7, Monroe 7.9, Ontario 0.4, Wayne 0.9. Tot. Hlds.: 254,790.

ROCHESTER-MASON CITY-AUSTIN, MINN.—IOWA: Cerro Gordo 13.9, Floyd 5.0, Hancock 3.9, Howard 2.6, Kosuth 5.4, Mitchell 3.2, Winnebago 3.6, Worth 2.4; MINN.: Dodge 3.7, Faribault 5.0, Fillmore 5.4, Freeborn 9.4, Mower 10.4, Olmsted 26.1. Tot. Halls: 142,805.

ROCKFORD, ILL.—Boone 7.0, Lee 8.2, Ogle 11.0, Stephenson 12.3, Winnebago 61.5. Tot. Halls: 157,200.

SACRAMENTO-STOCKTON, CALIF.—Amador 11.1, Calaveras 1.3, Colusa 0.6, El Dorado (western portion) 3.3, Nevada 3.1, Placer (western portion) 5.4, Plumas 0.6, Sacramento 30.0, San Joaquin 16.0, Sierra 0.2, Solano (eastern portion) 6.3, Stanislaus 12.0, Sutter 2.3, Tuolumne 1.7, Yuba 5.0, Yuba 2.1. Tot. Halls: 969,290.

ST. JOSEPH, MO.—Buchanan 69.0, Harrison 8.3, Holt 5.6, Nodaway 15.8, Worth 2.3. Tot. Halls: 48,100.

ST. LOUIS, MO.—ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.7, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 0.5, Marion 1.5, Monroe 0.7, Montgomery 1.1, Perry 0.6, Randolph 1.1, St. Clair 8.7, Washington 0.5; IOWA: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.3, Jefferson 5.0, Lincoln 0.6, Madison 0.4, Montgomery 0.4, Perry 0.5, Phelps 1.1, Pike 0.5, St. Charles 5.8, Ste. Genevieve 0.5, St. Francois 1.4, St. Louis 33.2, St. Louis city 15.3, Warren 0.6, Washington 0.6. Tot. Halls: 1,122,806.

SALINAS-MONTEREY, CALIF.—Monterey 53.9, San Benito 5.4, Santa Cruz 45.8. Tot. Halls: 214,300.

SALISBURY, MD.—DEL.: Sussex 48.9, MD.: Somerset 7.6, Wicomico 29.4, Worcester 16.2. Tot. Halls: 82,500.

SALT LAKE CITY, UTAH—COLORADO: Dolores 0.1; IDA.: Bear Lake 0.4, Caribou 0.5, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.6, White Pine 0.5; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.3, Daguerre 0.0, Davis 8.7, Duchesne 0.7, Emery 0.6, Garfield 0.2, Grant 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 39.9, San Juan 0.5, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.2, Utah 11.4, Wasatch 0.5, Washington 2.2, Wayne 0.1, Weber 9.2, WYO.: Big Horn 0.7, Hot Springs 0.4, Sublette 0.3, Sweetwater 2.6, Teton 0.9, Uinta 1.1, Washake 0.6. Tot. Halls: 598,000.

SAN ANGELO, TEX.—Concho 2.3, Crockett 3.1, Irian 1.0, Kimble 3.3, McCulloch 3.7, Menard 1.9, Schleicher 1.9, Sterling 0.8, Sutton 3.1, Tom Green 75.3. Tot. Halls: 48,100.

SAN ANTONIO, TEX.—Atascosa 1.8, Bandera 0.7, Bexar 70.9, Comal 3.4, De Witt 1.3, Dimmit 0.6, Edwards 0.1, Frio 0.8, Goliad 0.3, Gonzales 1.1, Guadalupe 3.6, Kerr 0.8, Kendall 1.0, Kerr 2.7, Kinney 0.1, La Salle 0.3, Lavaca 1.3, McAllen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.4, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Halls: 686,600.

SAN DIEGO, CALIF.—San Diego 100.0. Tot. Halls: 867,400.

SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF.—Alameda 21.7, Contra Costa 12.9, Lake 1.0, Marin 4.3, Mendocino 1.3, Napa 1.8, San Francisco 14.8, San Mateo 10.0, Santa Clara 22.6, Solano (western portion) 2.0, Sonoma 6.5. Tot. Halls: 2,347,690.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.—San Luis Obispo 37.5, Santa Barbara 62.5. Tot. Halls: 209,300.

SAVANNAH, GA.—Appling 2.5, Bacon 1.6, Bryan 2.2, Bulloch 5.6, Camden 1.2, Chatham 26.1, Effingham 3.6, Evans 1.4, Jeff Davis 1.9, Liberty 5.7, Long 0.8, McIntosh 1.4, Montgomery 1.0, Pierce 2.0, Screven 2.5, Tattnall 2.7, Toombs 4.0, Troun 0.9, Wayne 3.2, Wheeler 0.8; S.C.: Beaufort 13.4, Hampton 3.1, Jasper 2.5. Tot. Halls: 238,300.

SEATTLE-TACOMA, WASH.—Chelan 1.8, Clallam 1.7, Grays Harbor 1.9, Island 1.8, Jefferson 0.6, King 44.9, Kitsap 5.2, Kittitas (western portion) 0.2, Lewis 1.7, Mason 1.1, Pacific 0.6, Pierce 16.0, San Juan 0.3, Skagit 2.2, Snohomish 12.2, Thurston 4.7, Whatcom 3.5. Tot. Halls: 1,311,690.

SHREVEPORT-TEXARKANA, LA.—ARK.: Columbia 2.6, Hempstead 2.1, Howard 1.2, Lafayette 0.9, Little River 1.2, Miller 3.5, Sevier 1.4; LA.: Bienville 1.5, Bossier 7.9, Calcasieu 25.1, Claiborne 1.5, De Soto 2.5, Natchitoches 3.5, Red River 0.9, Sabine 2.6, Webster 4.2; OKLA.: McCurtain 3.2; TEX.: Bowie 7.6, Camp 1.0, Cass 2.7, Franklin 0.8, Harrison 5.0, Marion 1.0, Morris 1.5, Pando 2.1, Red River 1.5, Rock 4.0, Shelby 2.3, Titus 2.2, Upshur 2.9. Tot. Halls: 467,500.

SIOUX CITY, IOWA—Buena Vista 4.9, Cherokee 3.8, Clay 4.7, Dickinson 3.9, Ida 2.2, Monroe 2.8, O'Brien 3.9, Palo Alto 2.9, Plymouth 5.9, San 2.4, St. Clair 6.7, Woodbury 24.3; NEB.: Antelope 2.0, Cedar 2.5, Dakota 4.1, Dixon 1.7, Knox 2.5, Madison 8.0, Pierce 2.0, Stanton 1.6, Thurston 1.5, Wayne 2.1; S.D.: Union 2.7. Tot. Halls: 157,100.

SIOUX FALLS-MITCHELL, S.D.—IOWA: Lyon 1.9, Osceola 1.3; MINN.: Jackson 2.0, Lincoln 1.2, Murray 1.8, Nobles 3.2, Pipestone 1.6, Rock 1.6; NEB.: Boyd 0.5, Cherry 1.1, Keys Paha 0.7; S.D.: Aurora 0.5, Beadle 3.1, Bon Homme 1.1, Brookings 3.7, Brown 6.1, Brule 0.8, Buffalo 0.2, Charles Mix 1.4, Clark 0.8, Clay 2.1, Codington 3.7, Davison 2.8, Day 1.2, Deuel 0.8, Dewey 0.6, Douglas 0.6, Edmunds 0.7, Faulk 0.5, Grant 1.3, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.6, Hutchinson 1.4, Hyde 0.3, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.8, Lincoln 2.2, Lyman 0.5, McCook 1.0, McPherson 0.6, Marshall 0.8, Minette 0.3, Miner 0.6, Minnehaha 21.4, Moody 1.0, Potter 0.5, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 0.8, Tripp 1.1, Turner 1.4, Walworth 1.1, Yankton 3.0. Tot. Halls: 236,900.

SOUTH BEND-ELKHART, IND.—Elkhart 18.5, Fulton 2.5, Kosciusko 8.1, La Grange 3.2, Marshall 5.2, Pulaski 1.7, St. Joseph 30.5, Starke 2.7; MICH.: Berrien 21.2, Cass 6.2. Tot. Halls: 296,600.

SPOKANE, WASH.—IDA.: Benewah 1.0, Bonner 3.1, Boundary 0.6, Clearwater 1.0, Idaho 1.6, Kootenai 8.1, Latah 3.3, Lewis 0.4, Nez Perce 4.0, Shoshone 1.7; MONT.: Lincoln 2.1; ORE.: Wallowa 0.9; WASH.: Adams 1.6, Asotin 2.1, Columbia 0.5, Douglas 3.0, Ferry 0.6, Garfield 0.3, Grant 6.2, Lincoln 1.2, Okanogan 3.9, Pand Oreille 1.0, Spokane 43.4, Stevens 3.4, Whitman 4.8. Tot. Halls: 327,200.

SPRINGFIELD, MASS.—Franklin 11.1, Hampden 69.2, Hampshire 19.7. Tot. Halls: 246,100.

SPRINGFIELD, MO.—ARK.: Baxter 4.5, Boone 3.9, Carroll 2.7, Fulton 1.5, Marion 1.8, Newton 1.0; MO.: Barry 3.5, Benton 1.6, Camden 3.5, Cedar 1.7, Christian 3.7, Dade 1.0, Dallas 1.7, Dent 1.9, Douglas 1.5, Greene 26.5, Hickory 1.1, Howell 4.0, Laclede 3.5, Lawrence 4.0, Oregon 1.5, Ozark 1.2, Peck 2.6, Pulaski 4.0, St. Clair 1.2, Shannon 1.0, Stone 2.8, Taney 3.6, Texas 2.8, Webster 2.7, Wright 2.1. Tot. Halls: 296,600.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.—Champaign 16.5, Christian 4.2, Coles 5.7, De Witt 2.1, Douglas 2.2, Effingham 3.6, Ford 1.7, Logan 3.1, Macon 14.3, Menard 1.4, Morgan 4.3, Moultrie 1.6, Piatt 1.9, Sangamon 22.2, Shelby 2.7, Vermilion 12.4. Tot. Halls: 238,600.

SYRACUSE, N.Y.—Cayuga 7.7, Cortland 4.5, Madison 6.0, Oneida (western portion) 9.1, Onondaga 46.0, Oswego 11.1, Schuyler 1.7, Seneca 3.2, Tompkins 6.5, Yates 2.3. Tot. Halls: 375,600.

TALLAHASSEE-THOMASVILLE, FLA.—Gadsden 8.0, Hamilton 1.6, Jefferson 2.2, Lafayette 0.8, Leon 37.9, Madison 2.6, Suwannee 5.2, Taylor 3.7, Wakulla 2.7; GA.: Brooks 2.8, Decatur 4.9, Echola 0.4, Grady 4.1, Lowndes 14.0, Seminole 1.8, Thomas 7.2. Tot. Halls: 188,100.

TAMPA-ST. PETERSBURG (SARASOTA), FLA.—Citrus 3.1, De Soto 0.6, Hardee 0.6, Hernando 2.9, Highlands 2.2, Hillsborough 2.0, Manatee 6.3, Pasco 0.0, Pinellas 29.6, Polk 11.6, Sarasota 9.1. Tot. Halls: 1,298,100.

TERRE HAUTE, IND.—ILL.: Clark 4.1, Clay 3.7, Crawford 4.9, Cumberland 2.6, Edgar 5.1, Jasper 2.6, Lawrence 4.0, Richland 4.1; IND.: Clay 5.8, DeWitt 6.4, Greene 7.5, Knox 9.6, Martin 2.4, Parks 3.5, Sullivan 4.9, Vermilion 4.3, Vigo 24.4. Tot. Halls: 164,200.

TOLEDO, OHIO—MICH.: Lapeere 7.8; OHIO: Delaware 3.5, Fulton 3.5, Hancock 6.1, Henry 2.6, Lucas 43.9, Ottawa 3.8, Putnam 2.7, Sandusky 5.7, Seneca 5.4, Williams 3.5, Wood 9.5, Wyandot 2.0. Tot. Halls: 411,300.

TOPEKA, KANS.—Brown 3.1, Clay 2.5, Coffey 2.4, Geary 7.0, Jackson 2.9, Lyon 8.9, Marshall 3.5, Morris 1.7, Nemaha 2.8, Osage 3.9, Pottawatomie 3.9, Riley 13.3, Shawnee 42.5, Wabearnee 1.6. Tot. Halls: 152,600.

TRAVERSE CITY-CADILLAC, MICH.—Antrim 4.0, Benzie 2.8, Charlevoix 5.1, Cheboygan 5.1, Chippewa 6.2, Crawford 2.3, Emmet 5.8, Grand Traverse 14.3, Kalamazoo 3.0, Lake 2.3, Leelanau 3.8, Luce 1.3, Mackinac 2.4, Manistee 5.7, Mason 6.3, Missaukee 2.4, Montmorency 2.0, Oshtemo 4.7, Oscoda 1.8, Otsego 3.7, Presque Isle 3.9, Roscommon 5.2, Wexford 6.4. Tot. Halls: 183,300.

TUCSON, ARIZ.—Cochise 11.9, Pima 94.6, Santa Cruz 2.8; N.M.: Hidalgo 0.7. Tot. Halls: 308,900.

TULSA, OKLA.—KANS.: Chautauque 0.5, Montgomery 3.6; OKLA.: Adair 1.5, Cherokee 2.7, Craig 1.2, Creek 5.6, Delaware 2.4, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 5.8, Nowata 0.9, Okmulgee 3.3, Osage 3.4, Pottawatomie 1.5, Pittsburg 3.7, Rogers 4.4, Tulsa 45.6, Wagoner 3.9, Washington 3.8. Tot. Halls: 488,100.

TUSCALOOSA, ALA.—Tuscaloosa 100.0. Tot. Halls: 94,900.

TWIN FALLS, IDA.—Gooding 14.2, Jerome 17.2, Lincoln 4.0, Twin Falls 54.6. Tot. Halls: 30,200.

TYLER-LONGVIEW-JACKSONVILLE, TEX.—Angelina 14.7, Cherokee 5.1, Gregg 24.4, Houston 5.1, Nacogdoches 11.2, San Augustine 2.0, Smith 33.5. Tot. Halls: 186,600.

UTICA, N.Y.—Herkimer 23.7, Oneida (eastern portion) 56.3, Otsego 21.0. Tot. Halls: 103,700.

VICTORIA, TEX.—Victoria 100.0. Tot. Halls: 26,100.

WACO-TEMPLE-BRYAN, TEX.—Bell 25.5, Brazos 18.7, Burleson 2.1, Coryell 7.1, Falls 2.9, Lampasas 2.3, Leon 2.2, McLennan 26.9, Madison 1.5, Mills 3.0, Mills 5.7, Robertson 2.5, San Saba 1.0. Tot. Halls: 244,400.

WASHINGTON, D.C.—District of Columbia 15.2; MD.: Allegany 1.7, Calvert 1.0, Charles 1.8, Frederick 2.9, Montgomery 16.1, Prince George's 14.9, St. Mary's 1.4; PA.: Franklin 2.7, Fulton 0.3; VA.: Alexandria city 3.3, Arlington 4.6, Clarke 0.2, Culpeper 0.5, Fairfax 16.2, Fairfax city 0.4, Falls Church city 0.3, Fauquier 1.0, Frederick 0.8, Fredericksburg city 0.5, King George 0.3, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.6, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5; W.VA.: Berkeley 1.3, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.6, Morgan 0.3. Tot. Halls: 1,678,700.

WATERTOWN-CARTHAGE, N.Y.—Jefferson 42.9, Lewis 11.1, St. Lawrence 46.2. Tot. Halls: 82,300.

WAUSAU-RHINELANDER, WISC.—Adams 3.2, Clark 7.3, Forest 2.1, Langlade 4.6, Lincoln 6.7, Marathon 25.2, Oneida 7.9, Portage 12.4, Price 3.6, Taylor 4.0, Vilas 4.6, Wood 18.1. Tot. Halls: 183,900.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.—Indian River 7.3, Martin 7.9, Okeechobee 2.2, Palm Beach 72.0, St. Lucie 10.7. Tot. Halls: 501,600.

WHEELING-STEUBENVILLE, W.VA.—OHIO: Belmont 19.5, Glenview 9.7, Harrison 3.8, Jefferson 20.1, Monroe 3.9, Noble 8.7; W.VA.: Brooke 6.7, Marshall 9.5, Ohio 14.8, Pleasants 1.8, Tyler 2.5, Wetzel 5.0. Tot. Halls: 187,300.

WICHITA-HUTCHINSON, KANS.—Barber 5.6, Barton 2.8, Butler 4.2, Chase 0.3, Chrysanthe 0.3, Clark 0.2, Comanche 0.2, Cowley 3.3, Decatur 3.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.1, Ellsworth 0.7, Finney 2.4, Ford 2.3, Gove 0.3, Graham 0.3, Grant 0.8, Gray 0.4, Greeley 0.2, Greenwood 0.8, Hamilton 0.3, Harper 0.7, Harvey 2.6, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.3, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.7, Morton 0.3, Ness 0.4, Norton 0.4, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Phillips 0.7, Pratt 1.0, Rawlins 0.3, Reno 5.9, Rice 1.1, Roda 0.8, Rush 0.4, Russell 0.8, Saline 4.7, Scott 0.5, Sedgewick 35.9, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.5, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundey 0.3, Hitchcock 0.3; OKLA.: Beaver 0.7. Tot. Halls: 426,200.

WICHITA FALLS-LAWTON, TEX.—OKLA.: Comanche 24.1, Cotton 1.7, Jackson 6.6, Jefferson 2.0, Stephens 10.4, Tillman 2.5; TEX.: Archer 1.9, Baylor 1.1, Clay 2.5, Foard 0.6, Hardeman 1.4, Jack 1.7, Knox 1.2, Montague 4.4, Throckmorton 0.6, Wichita 28.5, Wilbarger 3.7, Young 4.8. Tot. Halls: 181,600.

WILKES BARRE-SCRANTON, PA.—Carbon 4.4, Clinton 2.6, Columbia 4.7, Lackawanna 17.2, Luzerne 25.1, Lycoming 9.0, Monroe 1.3, Northumberland 8.1, Schuylkill 12.9, Snyder 2.6, Sullivan 0.5, Susquehanna 3.1, Union 2.3, Wayne 3.1, Wyoming 2.1. Tot. Halls: 495,500.

WILMINGTON, N.C.—Bladen 6.0, Brunswick 15.5, Columbus 13.6, New Hanover 32.7, Perimeter 7.0, Robeson 25.1. Tot. Halls: 142,900.

YAKIMA, WASH.—ORE.: Morrow 1.7, Umatilla 12.4; WASH.: Benton 23.8, Franklin 7.6, Kittitas (eastern portion) 4.8, Walla Walla 10.3, Valme 39.6. Tot. Halls: 178,900.

YOUNGSTOWN, OHIO—Columbiana 14.8, Mahoning 37.3, Trumbull 31.3; PA.: Mercer 16.5. Tot. Halls: 278,100.

ZANESVILLE, OHIO—Washington 100.0. Tot. Halls: 82,100.

ADI Population

ADI	(Thous.)	Rank	ADI	(Thous.)	Rank	ADI	(Thous.)	Rank
New York, N.Y.	18,692.0	1	Roanoke-Lynchburg, Va.	1,019.7	68	Erie, Pa.	421.6	138
Los Angeles, Calif.	13,801.9	2	Lexington, Ky.	997.6	69	Rockford, Ill.	415.1	139
Chicago, Ill.	8,578.5	3	Des Moines, Iowa	967.3	70	Wheeling-Steubenville, W.Va.-Ohio	413.4	140
Philadelphia, Pa.	7,243.3	4	Rochester, N.Y.	952.4	71	Bluefield-Beckley-Oak Hill, W.Va.	412.2	141
San Francisco-Oakland-San Jose, Calif.	5,789.6	5	Omaha, Neb.	934.4	72	Sioux City, Iowa	410.4	142
Boston, Mass.	5,582.5	6	Austin, Tex.	911.3	73	Topeka, Kans.	404.7	143
Detroit, Mich.	4,670.2	7	Springfield-Decatur-Champaign, Ill.	381.8	74	Minot-Bismarck-Dickinson-Glendive, N.D.-Mont.	402.1	144
Dallas-Ft. Worth, Tex.	4,510.1	8	Portland-Poland Spring, Maine	870.0	75	Chico-Redding, Calif.	401.5	145
Washington, D.C.	4,490.8	9	Paducah-Cape Girardeau-Harrisburg-Marion, Ky.-Mo.-Ill.	860.9	76	Odessa-Midland, Tex.	401.4	146
Houston, Tex.	3,949.1	10	Spokane, Wash.	854.9	77	Albany, Ga.	401.2	147
Cleveland, Ohio	3,815.8	11	Davenport-Rock Island-Moline, Iowa-Ill.	830.1	78	Wilmington, N.C.	392.5	148
Atlanta, Ga.	3,640.2	12	Columbia, S.C.	829.7	79	Lubbock, Tex.	392.1	149
Minneapolis-St. Paul, Minn.	3,550.8	13	Jackson, Miss.	828.4	80	Joplin-Pittsburg, Mo.-Kans.	370.7	150
Seattle-Tacoma, Wash.	3,293.7	14	Cedar Rapids-Waterloo-Dubuque, Iowa	819.8	81	Columbia-Jefferson City, Mo.	370.6	151
Miami, Fla.	3,141.1	15	Huntsville-Decatur-Florence, Ala.	807.0	82	Rochester-Mason City-Austin, Minn.-Iowa	368.0	152
Tampa-St. Petersburg (Sarasota), Fla.	3,086.1	16	South Bend-Elkhart, Ind.	803.2	83	Medford, Ore.	355.4	153
St. Louis, Mo.	3,053.3	17	Springfield, Mo.	787.2	84	Quincy-Hannibal, Ill.-Mo.	321.3	154
Pittsburgh, Pa.	3,051.3	18	Chattanooga, Tenn.	786.4	85	Bangor, Maine	318.0	155
Sacramento-Stockton, Calif.	2,885.4	19	Tucson, Ariz.	784.6	86	Idaho Falls-Pocatello, Ida.	313.0	156
Denver, Colo.	2,661.6	20	Johnstown-Altoona, Pa.	775.3	87	Abilene-Sweetwater, Tex.	310.7	157
Phoenix, Ariz.	2,556.3	21	Bristol-Kingsport-Johnson City, Tenn.	774.1	88	Clarksville-Weston, W.Va.	290.7	158
Baltimore, Md.	2,539.8	22	Baton Rouge, La.	752.7	89	Utica, N.Y.	287.5	159
Hartford-New Haven, Conn.	2,435.7	23	Youngstown, Ohio	744.1	90	Dorham, Ala.	286.8	160
San Diego, Calif.	2,382.0	24	Burlington-Plattsburgh, Vt.-N.Y.	722.0	91	Alexandria, La.	261.4	161
Indianapolis, Ind.	2,295.9	25	El Paso, Tex.	716.8	92	Greenwood-Greenville, Miss.	253.0	162
Orlando-Daytona Beach-Melbourne, Fla.	2,112.1	26	Madison, Wisc.	705.3	93	Laurel-Hattiesburg, Miss.	251.6	163
Portland, Ore.	2,104.5	27	Evansville, Ind.	704.0	94	Salisbury, Md.	246.9	164
Milwaukee, Wisc.	2,021.6	28	McAllen-Brownsville, Tex.	696.5	95	Watertown-Carthage, N.Y.	239.5	165
Cincinnati, Ohio	1,988.9	29	Waco-Temple-Bryan, Tex.	688.2	96	Rapid City, S.D.	235.7	166
Kansas City, Mo.	1,985.8	30	Springfield, Mass.	659.9	97	Elmira, N.Y.	234.9	167
Charlotte, N.C.	1,920.7	31	Lincoln-Hastings-Kearney, Neb.	654.8	98	Gainesville, Fla.	227.3	168
Nashville, Tenn.	1,898.1	32	Las Vegas, Nev.	654.7	99	Billings-Hardin, Mont.	222.1	169
Salt Lake City, Utah	1,891.4	33	Savannah, Ga.	651.9	100	Lake Charles, La.	216.0	170
Raleigh-Durham, N.C.	1,867.8	34	Charleston, S.C.	638.9	101	Panama City, Fla.	212.4	171
Columbus, Ohio	1,791.2	35	Ft. Wayne, Ind.	637.9	102	El Centro-Yuma, Calif.-Ariz.	206.4	172
New Orleans, La.	1,769.7	36	Lansing, Mich.	631.8	103	Missoula, Mont.	203.4	173
Grand Rapids-Kalamazoo-Battle Creek, Mich.	1,712.5	37	Colorado Springs-Pueblo, Colo.	626.9	104	Ardmore-Ada, Okla.	196.4	174
Greenville-Spartanburg-Asheville, S.C.-N.C.	1,687.1	38	Sioux Falls-Mitchell, S.D.	626.4	105	Jonesboro, Ark.	196.3	175
Buffalo, N.Y.	1,678.1	39	Greenville-New Bern-Washington, N.C.	623.6	106	Palm Springs, Calif.	190.1	176
San Antonio, Tex.	1,677.8	40	Salinas-Monterey, Calif.	621.0	107	Meridian, Miss.	185.4	177
Memphis, Tenn.	1,677.5	41	Montgomery-Selma, Ala.	606.4	108	Biloxi-Gulfport-Pascagoula, Miss.	182.9	178
Norfolk-Portsmouth-Newport News-Hampton, Va.	1,641.0	42	Fargo, N.D.	595.6	109	Grand Junction-Durango, Colo.	174.8	179
Oklahoma City, Okla.	1,565.7	43	Augusta, Ga.	592.7	110	Great Falls, Mont.	173.0	180
Providence-New Bedford, R.I.-Mass.	1,507.3	44	Lafayette, La.	570.0	111	Marquette, Mich.	156.5	181
Louisville, Ky.	1,489.5	45	St. Myers-Naples, Fla.	566.8	112	Jackson, Tenn.	153.8	182
Harrisburg-York-Lancaster-Lebanon, Pa.	1,470.6	46	Peoria-Bloomington, Ill.	559.2	113	Tuscaloosa, Ala.	147.4	183
Albuquerque, N.M.	1,428.0	47	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	554.9	114	Eureka, Calif.	136.6	184
Charleston-Huntington, W.Va.	1,414.0	48	Corpus Christi, Tex.	526.6	115	San Angelo, Tex.	132.4	185
Birmingham, Ala.	1,380.5	49	Tallahassee-Thomsonville, Fla.-Ga.	523.1	116	Laredo, Tex.	131.4	186
Greensboro-Winston-Salem-High Point, N.C.	1,333.9	50	Ft. Smith, Ark.	519.5	117	Butte, Mont.	127.8	187
Dayton, Ohio	1,316.5	51	Monroe-El Dorado, La.-Ark.	518.6	118	St. Joseph, Mo.	125.9	188
Albany-Schenectady-Troy, N.Y.	1,307.5	52	Columbus, Ga.	514.1	119	Anniston, Ala.	125.3	189
Wilkes-Barre-Scranton, Pa.	1,297.2	53	Amarillo, Tex.	499.9	120	Lafayette, Ind.	123.7	190
Fresno-Visalia, Calif.	1,278.6	54	Macon, Ga.	499.2	121	Bowling Green, Ky.	120.5	191
Mobile-Pensacola, Ala.-Fla.	1,275.3	55	Eugene, Ore.	491.5	122	Hagerstown, Md.	115.5	192
Flint-Saginaw-Bay City, Mich.	1,266.2	56	Yakima, Wash.	473.7	123	Casper-Riverton, Wyo.	115.1	193
Little Rock, Ark.	1,255.1	57	Reno, Nev.	467.4	124	Lima, Ohio	113.6	194
Richmond, Va.	1,226.3	58	Tyler-Longview-Jacksonville, Tex.	467.4	125	Cheyenne-Scottsbluff, Wyo.-Neb.	113.0	195
Jacksonville, Fla.	1,226.0	59	Columbus-Tupelo, Miss.	459.5	126	Charlottesville, Va.	105.0	196
Tulsa, Okla.	1,199.6	60	Beaumont-Port Arthur, Tex.	457.6	127	Harrisonburg, Va.	103.8	197
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	1,179.7	61	La Crosse-Eau Claire, Wisc.	455.0	128	Flagstaff, Ariz.	94.0	198
Wichita-Hutchinson, Kans.	1,121.6	62	Duluth-Superior, Minn.-Wisc.	451.1	129	Parkersburg, W.Va.	92.0	199
Shreveport-Texarkana, La.-Tex.-Ark.	1,113.8	63	Wichita Falls-Lawton, Tex.-Okla.	445.7	130	Presque Isle, Maine	86.1	200
Toledo, Ohio	1,104.7	64	Wausau-Rhinelander, Wisc.	445.2	131	Twin Falls, Ida.	85.6	201
Knoxville, Tenn.	1,063.7	65	Bakersfield, Calif.	434.7	132	Zanesville, Ohio	76.4	202
Syracuse, N.Y.	1,043.8	66	Binghamton, N.Y.	434.3	133	Victoria, Tex.	73.2	203
Green Bay-Appleton, Wisc.	1,025.2	67	Traverse City-Cadillac, Mich.	433.4	134	Ottumwa-Kirkville, Iowa-Mo.	71.4	204
			Boise, Ida.	428.0	135	Bend, Ore.	63.3	205
			Terre Haute, Ind.	427.6	136	Manakato, Minn.	48.3	206
			Florence, S.C.	425.4	137	Helena, Mont.	47.8	207
						North Platte, Neb.	42.1	208
						Alpena, Mich.	42.1	209

ADI Households

ADI	(Thous.)	Rank	ADI	(Thous.)	Rank	ADI	(Thous.)	Rank
New York, N.Y.	7,070.8	1	Syracuse, N.Y.	375.8	68	Boise, Idaho	156.8	138
Los Angeles, Calif.	4,960.3	2	Lexington, Ky.	365.0	69	Chico-Redding, Calif.	156.0	139
Chicago, Ill.	3,128.5	3	Roanoke-Lynchburg, Va.	364.6	70	Erie, Pa.	155.8	140
Philadelphia, Pa.	2,703.6	4	Rochester, N.Y.	354.7	71	Bakersfield, Calif.	153.5	141
San Francisco-Oakland-San Jose, Calif.	2,247.6	5	Omaha, Neb.	352.6	72	Florence, S.C.	152.6	142
Boston, Mass.	2,105.0	6	Austin, Tex.	349.4	73	Topeka, Kans.	152.6	142
Detroit, Mich.	1,727.0	7	Springfield-Decatur-Champaign, Ill.	338.8	74	Bluefield-Beckley-Oak Hill, W.Va.	151.2	144
Dallas-Ft. Worth, Tex.	1,693.7	8	Portland-Poland Springs, Maine	334.8	75	Minot-Bismarck-Dickinson-Glendive, N.D.-Mont.	144.5	145
Washington, D.C.	1,678.7	9	Paducah-Cape Girardeau-Harrisburg-Merion, Ky.-Mo.-Ill.	331.2	76	Joplin-Pittsburg, Mo.-Kans.	143.8	146
Cleveland, Ohio	1,448.4	10	Spokane, Wash.	327.2	77	Rochester-Mason City-Austin, Minn.-Iowa	142.8	147
Houston, Tex.	1,438.3	11	Davenport-Rock Island-Moline, Iowa-Ill.	318.1	78	Odessa-Midland, Tex.	142.2	148
Atlanta, Ga.	1,349.6	12	Cedar Rapids-Waterloo-Dubuque, Iowa	308.3	79	Wilmington, N.C.	142.0	149
Minneapolis-St. Paul, Minn.	1,326.4	13	Tucson, Ariz.	305.9	80	Albany, Ga.	138.3	150
Seattle-Tacoma, Wash.	1,311.6	14	Huntsville-Decatur-Florence, Ala.	304.1	81	Medford, Ore.	137.8	151
Tampa-St. Petersburg (Sarasota), Fla.	1,299.1	15	Columbia, S.C.	297.2	82	Lubbock, Tex.	137.2	152
Miami, Fla.	1,271.6	16	Springfield, Mo.	296.8	83	Columbia-Jefferson City, Mo.	133.1	153
Pittsburgh, Pa.	1,177.6	17	South Bend-Elkhart, Ind.	296.6	84	Quincy-Hannibal, Ill.-Mo.	122.7	154
St. Louis, Mo.	1,122.9	18	Chattanooga, Tenn.	293.1	85	Bangor, Maine	116.7	155
Denver, Colo.	1,046.7	19	Jackson, Miss.	291.2	86	Abilene-Sweetwater, Tex.	115.9	156
Sacramento-Stockton, Calif.	999.2	20	Johnstown-Altoona, Pa.	283.9	87	Clarksburg-Weston, W.Va.	112.0	157
Phoenix, Ariz.	991.7	21	Bristol-Kingsport-Johnson City, Tenn.	282.5	88	Dorham, Ala.	104.3	158
Baltimore, Md.	929.9	22	Youngstown, Ohio	279.1	89	Utica, N.Y.	103.7	159
Hartford-New Haven, Conn.	903.8	23	Madison, Wisc.	276.2	90	Idaho Falls-Pocatello, Idaho	102.1	160
San Diego, Calif.	867.4	24	Las Vegas, Nev.	266.7	91	Salisbury, Md.	92.5	161
Indianapolis, Ind.	853.9	25	Evansville, Ind.	265.9	92	Laurel-Hattiesburg, Miss.	90.6	162
Orlando-Daytona Beach-Melbourne, Fla.	841.8	26	Burlington-Plattsburgh, Vt.-N.Y.	265.1	93	Alexandria, La.	88.6	163
Portland, Ore.	823.0	27	Lincoln-Hastings-Kearney, Neb.	254.2	94	Gainesville, Fla.	87.2	164
Milwaukee, Wisc.	764.8	28	Baton Rouge, La.	254.0	95	Rapid City, S.D.	86.9	165
Kansas City, Mo.	752.9	29	Springfield, Mass.	246.1	96	Billings-Hardin, Mont.	86.5	166
Cincinnati, Ohio	744.0	30	Waco-Temple-Bryan, Tex.	244.4	97	Elmira, N.Y.	85.7	167
Charlotte, N.C.	719.9	31	Ft. Myers-Naples, Fla.	242.1	98	Greenwood-Greenville, Miss.	83.2	168
Nashville, Tenn.	710.5	32	Siox Falls-Mitchell, S.D.	236.9	99	Watertown-Carthage, N.Y.	82.3	169
Raleigh-Durham, N.C.	685.1	33	Colorado Springs-Pueblo, Colo.	236.3	100	Panama City, Fla.	80.8	170
Columbus, Ohio	683.9	34	Ft. Wayne, Ind.	232.0	101	Minneapolis, Minn.	80.2	171
Greenville-Spartanburg-Asheville, S.C.-N.C.	642.3	35	Savannah, Ga.	228.3	102	Lake Charles, La.	75.9	172
New Orleans, La.	639.8	36	Lansing, Mich.	225.6	103	Ardmore-Ada, Okla.	74.2	173
Grand Rapids-Kalamazoo-Battle Creek, Mich.	622.8	37	Greenville-New Bern-Washington, N.C.	222.0	104	Jonesboro, Ark.	74.0	174
Buffalo, N.Y.	617.8	38	El Paso, Tex.	221.0	105	Palm Springs, Calif.	68.8	175
Memphis, Tenn.	602.9	39	Charleston, S.C.	219.5	106	El Centro-Yuma, Calif.-Ariz.	67.8	176
Oklahoma City, Okla.	599.1	40	Fargo, N.D.	218.4	107	Meridian, Miss.	67.4	177
Salt Lake City, Utah	599.0	41	Montgomery-Selma, Ala.	218.0	108	Great Falls, Mont.	66.7	178
Portland-Portland-Newport News-Hampton, Va.	567.1	42	Salinas-Monterey, Calif.	214.3	109	Biloxi-Gulfport-Pascagoula, Miss.	65.8	179
San Antonio, Tex.	566.6	43	Peoria-Bloomington, Ill.	210.4	110	Grand Junction-Durango, Colo.	65.8	179
Harrisburg-York-Lancaster-Lebanon, Pa.	557.0	44	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	209.3	111	Jackson, Tenn.	58.5	181
Providence-New Bedford, R.I.-Mass.	556.9	45	Augusta, Ga.	208.0	112	Marquette, Mich.	56.3	182
Louisville, Ky.	544.7	46	Lafayette, La.	196.1	113	Tuscaloosa, Ala.	54.5	183
Birmingham, Ala.	522.0	47	McAllen-Brownsville, Tex.	194.9	114	Eureka, Calif.	54.0	184
Charleston-Huntington, W.Va.	520.5	48	Ft. Smith, Ark.	194.2	115	Burns, Mont.	49.5	185
Greensboro-Winston-Salem-High Point, N.C.	512.9	49	Reno, Nev.	190.3	116	St. Joseph, Mo.	48.1	186
Albuquerque, N.M.	510.5	50	Eugene, Ore.	190.2	117	San Angelo, Tex.	48.1	186
Dayton, Ohio	502.2	51	Tallahassee-Thomassville, Fla.-Ga.	188.1	118	Annisson, Ala.	45.2	188
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	501.6	52	Amarillo, Tex.	185.1	119	Cheyenne-Scottsbluff, Wyo.-Neb.	44.2	189
Wilkes-Barre-Scranton, Pa.	495.8	53	Monroe-El Dorado, La.-Ark.	184.6	120	Lafayette, Ind.	43.9	190
Albany-Schenectady-Troy, N.Y.	492.6	54	Columbus, Ga.	184.2	121	Bowling Green, Ky.	43.6	191
Little Rock, Ark.	462.8	55	Yakima, Wash.	175.3	122	Casper-Riverton, Wyo.	42.6	192
Mobile-Pensacola, Ala.-Fla.	461.6	56	Macon, Ga.	174.2	123	Hagerstown, Md.	42.1	193
Tulsa, Okla.	459.1	57	Corpus Christi, Tex.	174.0	124	Lima, Ohio	41.6	194
Jacksonville, Fla.	457.1	58	Duluth-Superior, Minn.-Wisc.	171.8	125	Charlottesville, Va.	40.7	195
Flint-Saginaw-Bay City, Mich.	453.8	59	Tyler-Longview-Jacksonville, Tex.	169.6	126	Portersburg, W.Va.	36.2	196
Richmond, Va.	439.7	60	La Crosse-Eau Claire, Wisc.	166.7	127	Harrisburg, Va.	35.8	197
Fresno-Visalia, Calif.	433.3	61	Beaumont-Port Arthur, Tex.	165.0	128	Laredo, Tex.	35.7	198
Wichita-Hutchinson, Kans.	433.0	62	Columbus-Tupelo, Miss.	164.3	129	Zanesville, Ohio	32.1	199
Toledo, Ohio	411.3	63	Terre Haute, Ind.	164.2	130	Twin Falls, Idaho	30.2	200
Shreveport-Textarkana, La.-Tex.-Ark.	407.3	64	Wausau-Rhinelander, Wisc.	163.9	131	Flagstaff, Ariz.	29.9	201
Knoxville, Tenn.	404.0	65	Traverse City-Cadillac, Mich.	163.3	132	Presque Isle, Maine	29.8	202
Des Moines, Iowa	383.8	66	Wichita Falls-Lawton, Tex.-Okla.	161.9	133	Ottumwa-Kirksville, Iowa-Mo.	28.6	203
Green Bay-Appleton, Wisc.	380.8	67	Binghamton, N.Y.	160.0	134	Blair, Ore.	27.2	204
			Wheeling-Steubenville, W.Va.-Ohio	157.3	135	Victoria, Tex.	26.1	205
			Rockford, Ill.	157.2	136	Manoketo, Minn.	23.4	206
			Siox City, Iowa	157.1	137	Helena, Mont.	19.6	207
						North Platte, Neb.	18.2	208
						Alpena, Mich.	15.9	209

ADI Effective Buying Income (EBI)

ADI	(\$000)	Rank	ADI	(\$000)	Rank	ADI	(\$000)	Rank
New York, N.Y.	294,213,327	1	Roanoke-Lynchburg, Va.	10,939,992	68	Wichita Falls-Lawton, Tex.-Okla.	4,007,137	138
Los Angeles, Calif.	203,498,327	2	Des Moines, Iowa	10,773,839	69	Rochester-Mason City-Austin, Minn.-Iowa	3,997,816	139
Chicago, Ill.	116,783,280	3	Portland-Poland Spring, Maine	10,710,541	70	Columbia-Jefferson City, Mo.	3,921,821	140
San Francisco-Oakland-San Jose, Calif.	102,526,023	4	Austin, Tex.	10,543,268	71	Wheeling-Steubenville, W.Va.-Ohio	3,921,025	141
Philadelphia, Pa.	100,660,887	5	Knoxville, Tenn.	10,450,044	72	Minot-Bismarck-Dickinson-Glendale, N.D.-Mont.	3,915,861	142
Boston, Mass.	89,844,518	6	Springfield-Decatur-Champaign, Ill.	10,193,286	73	Monroe-El Dorado, La.-Ark.	3,827,626	143
Washington, D.C.	75,507,353	7	Shreveport-Texarkana, La.-Tex.-Ark.	9,918,005	74	Traverse City-Cadillac, Mich.	3,826,693	144
Detroit, Mich.	60,322,475	8	Davenport-Rock Island-Moline, Iowa-Ill.	9,578,105	75	Sioax City, Iowa	3,797,895	145
Dallas-Ft. Worth, Tex.	56,657,078	9	Lexington, Ky.	9,223,413	76	Florence, S.C.	3,785,382	146
Houston, Tex.	47,944,458	10	Cedar Rapids-Waterloo-Dubuque, Iowa	8,924,221	77	Columbus-Tupelo, Miss.	3,491,539	147
Seattle-Tacoma, Wash.	46,549,486	11	Spokane, Wash.	8,794,071	78	Lubbock, Tex.	3,484,272	148
Atlanta, Ga.	46,259,204	12	South Bend-Elkhart, Ind.	8,618,862	79	Wilmington, N.C.	3,467,889	149
Minneapolis-St. Paul, Minn.	46,147,117	13	Madison, Wisc.	8,612,799	80	Joplin-Pittsburg, Mo.-Kans.	3,397,107	150
Cleveland, Ohio	45,100,772	14	Columbia, S.C.	8,560,271	81	Albany, Ga.	3,392,453	151
Miami, Fla.	42,638,534	15	Springfield, Mass.	8,486,384	82	Madford, Ore.	3,353,603	152
Hartford-New Haven, Conn.	37,946,275	16	Las Vegas, Nev.	8,446,346	83	Bluefield-Beckley-Oak Hill, W.Va.	3,284,233	153
Tampa-St. Petersburg (Tampa), Fla.	37,662,746	17	Salinas-Monterey, Calif.	8,385,674	84	Bangor, Maine	3,217,668	154
St. Louis, Mo.	37,560,496	18	Huntsville-Decatur-Florence, Ala.	8,203,827	85	Quincy-Hannibal, Ill.-Mo.	3,058,444	155
San Diego, Calif.	36,146,308	19	Tucson, Ariz.	8,065,372	86	Utica, N.Y.	3,040,185	156
Sacramento-Stockton, Calif.	35,172,325	20	Youngstown, Ohio	8,034,893	87	Abilene-Sweetwater, Tex.	2,882,996	157
Pittsburgh, Pa.	35,152,358	21	Burlington-Plattsburgh, Vt.-N.Y.	7,986,111	88	Idaho Falls-Pocatello, Ida.	2,793,140	158
Baltimore, Md.	33,150,483	22	Podukah-Cape Girardeau-Harrisburg-Marian, Ky.-Mo.-Ill.	7,898,026	89	Salisbury, Md.	2,570,113	159
Danver, Colo.	33,103,032	23	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	7,875,004	90	Palm Springs, Calif.	2,466,059	160
Phoenix, Ariz.	30,711,694	24	Chattanooga, Tenn.	7,757,435	91	Dothan, Ala.	2,460,223	161
Milwaukee, Wisc.	26,261,098	25	Bristol-Kingsport-Johnson City, Tenn.	7,556,853	92	Elmira, N.Y.	2,387,777	162
Indianapolis, Ind.	26,202,466	26	Evansville, Ind.	7,431,511	93	Clarksburg-Weston, W.Va.	2,369,200	163
Portland, Ore.	25,288,858	27	Johnstown-Altoona, Pa.	7,336,487	94	Guineville, Fla.	2,351,241	164
Kansas City, Mo.	25,091,837	28	Ft. Myers-Naples, Fla.	7,335,135	95	Rapid City, S.D.	2,333,817	165
Orlando-Daytona Beach-Melbourne, Fla.	25,065,624	29	Peoria-Bloomington, Ill.	7,304,407	96	Billings-Hardin, Mont.	2,191,105	166
Cincinnati, Ohio	23,359,083	30	Jackson, Miss.	7,259,882	97	Watertown-Carlisle, N.Y.	2,168,937	167
Charlotte, N.C.	21,502,922	31	Lansing, Mich.	7,189,548	98	Laurel-Hattiesburg, Miss.	2,026,295	168
Nashville, Tenn.	20,767,804	32	Springfield, Mo.	7,153,016	99	Lake Charles, La.	2,011,317	169
Raleigh-Durham, N.C.	20,195,786	33	Lincoln-Hastings-Kearney, Neb.	7,103,825	100	Missoula, Mont.	1,970,235	170
Columbus, Ohio	20,133,489	34	Baton Rouge, La.	6,951,918	101	Alexandria, La.	1,918,248	171
Grand Rapids-Kalamazoo-Battle Creek, Mich.	20,030,732	35	Ft. Wayne, Ind.	6,935,435	102	Panama City, Fla.	1,862,959	172
Providence-New Bedford, R.I.-Mass.	19,230,606	36	Waco-Temple-Bryan, Tex.	6,640,060	103	Biloxi-Gulfport-Pascagoula, Miss.	1,804,847	173
Norfolk-Portsmouth-Newport News-Hampton, Va.	18,731,394	37	Savannah, Ga.	6,416,289	104	Grand Junction-Durango, Colo.	1,754,380	174
Buffalo, N.Y.	18,570,253	38	Colorado Springs-Pueblo, Colo.	6,333,846	105	El Centro-Yuma, Calif.-Ariz.	1,753,195	175
Harrisburg-York-Lancaster-Lebanon, Pa.	18,416,618	39	Reno, Nev.	6,250,531	106	Great Falls, Mont.	1,690,296	176
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	17,686,122	40	Sioux Falls-Mitchell, S.D.	6,019,100	107	Jonesboro, Ark.	1,635,423	177
Salt Lake City, Utah	17,162,309	41	Charleston, S.C.	5,817,172	108	Greenwood-Greenville, Miss.	1,622,050	178
New Orleans, La.	16,859,009	42	Fargo, N.D.	5,762,600	109	Eureka, Calif.	1,568,914	179
Greenville-Spartanburg-Asheville, S.C.-N.C.	16,768,709	43	Augusta, Ga.	5,668,420	110	Meriden, Miss.	1,549,147	180
Albany-Schenectady-Troy, N.Y.	16,330,919	44	El Paso, Tex.	5,668,198	111	Jackson, Tenn.	1,455,607	181
San Antonio, Tex.	15,815,036	45	Greenville-New Bern-Washington, N.C.	5,474,642	112	Charlottesville, Va.	1,406,362	182
Memphis, Tenn.	15,675,271	46	Bakersfield, Calif.	5,345,807	113	Ardmore-Ada, Okla.	1,398,140	183
Louisville, Ky.	15,580,427	47	Yakima, Wash.	5,285,299	114	Lafayette, Ind.	1,379,221	184
Dayton, Ohio	15,465,388	48	Montgomery-Selma, Ala.	5,192,758	115	Marquette, Mich.	1,371,980	185
Greensboro-Winston-Salem-High Point, N.C.	15,407,878	49	Rockford, Ill.	5,136,756	116	St. Joseph, Mo.	1,359,494	186
Oklahoma City, Okla.	15,190,875	50	Mason, Ga.	5,110,161	117	San Angelo, Tex.	1,335,230	187
Richmond, Va.	15,108,010	51	Eugene, Ore.	5,036,320	118	Tuscaloosa, Ala.	1,319,589	188
Fresno-Vicola, Calif.	13,997,297	52	Tallahassee-Thomasville, Fla.-Ga.	5,029,680	119	Butte, Mont.	1,234,693	189
Jacksonville, Fla.	13,894,237	53	Amarillo, Tex.	4,990,936	120	Lima, Ohio	1,227,682	190
Wilkes-Barre-Scranton, Pa.	13,384,152	54	Binghamton, N.Y.	4,985,382	121	Hagerstown, Md.	1,222,827	191
Wichita-Hutchinson, Kans.	13,383,371	55	Beaumont-Port Arthur, Tex.	4,946,049	122	Casper-Riverton, Wyo.	1,112,779	192
Birmingham, Ala.	13,342,332	56	Ft. Smith, Ark.	4,850,024	123	Anchorage, Alaska	1,109,557	193
Flint-Saginaw-Bay City, Mich.	13,238,393	57	Lafayette, La.	4,784,335	124	Cheyenne-Scottsbluff, Wyo.-Neb.	1,068,618	194
Albuquerque, N.M.	13,132,161	58	Columbus, Ga.	4,755,958	125	Bowling Green, Ky.	1,026,220	195
Mobile-Pensacola, Ala.-Fla.	13,057,165	59	Erie, Pa.	4,713,046	126	Harrisburg, Va.	980,782	196
Rochester, N.Y.	12,902,056	60	La Crosse-Eau Claire, Wisc.	4,691,789	127	Parkersburg, W.Va.	940,336	197
Tolledo, Ohio	12,592,230	61	Tyler-Longview-Jacksonville, Tex.	4,680,689	128	Flagstaff, Ariz.	836,779	198
Charleston-Huntington, W.Va.	12,276,583	62	Wausau-Rhinelander, Wisc.	4,648,480	129	Presque Isle, Maine	826,564	199
Syracuse, N.Y.	12,233,222	63	Corpus Christi, Tex.	4,601,202	130	Twin Falls, Idaho	795,981	200
Little Rock, Ark.	12,052,824	64	Topeka, Kans.	4,588,306	131	Zanesville, Ohio	767,283	201
Omaha, Neb.	11,253,005	65	Duluth-Superior, Minn.-Wisc.	4,563,306	132	Victoria, Tex.	762,288	202
Green Bay-Appleton, Wisc.	11,233,148	66	Odessa-Midland, Tex.	4,476,859	133	Laredo, Tex.	741,251	203
Tulsa, Okla.	11,229,496	67	Chico-Redding, Calif.	4,319,356	134	Bend, Ore.	677,727	204
			Terre Haute, Ind.	4,313,433	135	Ottumwa-Kirkville, Iowa-Mo.	663,276	205
			Boise, Ida.	4,287,413	136	Maskato, Minn.	634,384	206
			McAllen-Brownsville, Tex.	4,186,565	137	Helena, Mont.	529,572	207
						North Platte, Neb.	503,286	208
						Alpena, Mich.	410,460	209

ADI Retail Sales

ADI	(\$000)	Rank	ADI	(\$000)	Rank	ADI	(\$000)	Rank
New York, N.Y.	135,461,674	1	Des Moines, Iowa	6,066,048	68	Chico-Redding, Calif.	2,445,142	138
Los Angeles, Calif.	93,261,104	2	Green Bay-Appleton, Wis.	6,019,337	69	Minot-Bismarck-Dickinson-Grand Forks, N.D.-Mont.	2,454,153	139
Chicago, Ill.	57,287,464	3	Omaha, Neb.	5,988,887	70	Traverse City-Cadillac, Mich.	2,444,604	140
Philadelphia, Pa.	53,677,416	4	Lexington, Ky.	5,950,264	71	Sioux City, Iowa	2,353,041	141
Boston, Mass.	48,184,289	5	Roanoke-Lynchburg, Va.	5,905,250	72	Topeka, Kans.	2,328,221	142
San Francisco-Oakland-San Jose, Calif.	46,355,052	6	Springfield-Decatur-Champaign, Ill.	5,856,158	73	Monroe-El Dorado, La.-Ark.	2,321,410	143
Washington, D.C.	35,495,092	7	Austin, Tex.	5,784,218	74	Lubbock, Tex.	2,293,438	144
Detroit, Mich.	32,818,541	8	Madison, Wis.	5,606,637	75	Boise, Ida.	2,263,329	145
Dallas-Ft. Worth, Tex.	31,388,162	9	Shreveport-Tenarkana, La.-Tex.-Ark.	5,586,945	76	Bluefield-Buckley-Oak Hill, W.Va.	2,261,041	146
Miami, Fla.	27,953,663	10	Burlington-Plattsburgh, Vt.-N.Y.	5,319,132	77	Albany, Ga.	2,228,186	147
Houston, Tex.	27,314,892	11	Tucson, Ariz.	4,924,284	78	Winston-Salem, N.C.	2,218,604	148
Atlanta, Ga.	26,724,039	12	Davenport-Rock Island-Moline, Iowa-Ill.	4,903,323	79	Wheeling-Steubenville, W.Va.-Ohio	2,124,933	149
Minneapolis-St. Paul, Minn.	26,178,954	13	Springfield, Mass.	4,880,114	80	Bangor, Maine	2,120,176	150
Cleveland, Ohio	24,219,114	14	Peabody-Cape Girardeau-Harrisburg-Marion, Ky.-Mo.-Ill.	4,874,897	81	Columbus-Tupelo, Miss.	2,114,910	151
Seattle-Tacoma, Wash.	22,867,593	15	South Bend-Elkhart, Ind.	4,833,321	82	Abilene-Sweetwater, Tex.	2,111,734	152
Tampa-St. Petersburg (tarasota), Fla.	22,232,730	16	Las Vegas, Nev.	4,818,945	83	Medford, Ore.	2,049,261	153
St. Louis, Mo.	19,635,975	17	Evansville, Ind.	4,661,773	84	Columbia-Jefferson City, Mo.	2,019,427	154
Hartford-New Haven, Conn.	19,147,579	18	Chattanooga, Tenn.	4,647,426	85	Salisbury, Md.	1,911,992	155
Phoenix, Ariz.	17,954,458	19	Spokane, Wash.	4,634,578	86	Joplin-Pittsburg, Mo.-Kans.	1,873,208	156
Pittsburgh, Pa.	17,844,526	20	Columbia, S.C.	4,524,814	87	Quincy-Hannibal, Ill.-Mo.	1,651,006	157
Denver, Colo.	17,787,363	21	Cedar Rapids-Waterloo-Dubuque, Iowa	4,463,813	88	Union, N.Y.	1,620,080	158
Baltimore, Md.	16,947,332	22	Ft. Myers-Naples, Fla.	4,390,427	89	Clarkburg-Weston, W.Va.	1,585,387	159
Sacramento-Stockton, Calif.	16,649,057	23	Huntsville-Decatur-Florence, Ala.	4,286,932	90	Dorhan, Ala.	1,521,046	160
San Diego, Calif.	16,135,201	24	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	4,263,431	91	Gainesville, Fla.	1,473,456	161
Orlando-Daytona Beach-Melbourne, Fla.	15,723,778	25	Baton Rouge, La.	4,231,012	92	Idaho Falls-Pocatello, Ida.	1,437,363	162
Indianapolis, Ind.	15,190,419	26	Jackson, Miss.	4,214,671	93	Billings-Hardin, Mont.	1,362,703	163
Portland, Ore.	13,549,280	27	Youngstown, Ohio	4,148,753	94	Laurie-Herfordburg, Minn.	1,327,015	164
Albuquerque, N.M.	13,328,920	28	Johnstown-Altoona, Pa.	4,012,229	95	Rapid City, S.D.	1,313,644	165
Kansas City, Mo.	13,219,994	29	Lincoln-Hawkins-Kearney, Neb.	3,997,907	96	El Centro-Yuma, Calif.-Ariz.	1,268,955	166
Charlotte, N.C.	12,518,207	30	Lansing, Mich.	3,987,513	97	Lake Charles, La.	1,245,935	167
Cincinnati, Ohio	12,243,271	31	Bristol-Kingsport-Johnson City, Tenn.	3,944,908	98	Elmira, N.Y.	1,251,719	168
Providence-New Bedford, R.I.-Mass.	11,288,987	32	Springfield, Mo.	3,865,076	99	Watertown-Carlisle, N.Y.	1,247,532	169
Raleigh-Durham, N.C.	11,268,213	33	Savannah, Ga.	3,791,994	100	Pasadena City, Fla.	1,216,090	170
New Orleans, La.	11,254,407	34	Sioux Falls-Mitchell, S.D.	3,758,064	101	Greenwood-Greenville, Miss.	1,178,120	171
Columbus, Ohio	11,002,405	35	Waco-Temple-Bryan, Tex.	3,718,943	102	Altoona, Mont.	1,170,576	172
Oklaoma City, Okla.	10,606,257	36	Charleston, S.C.	3,678,808	103	Laredo, Tex.	1,142,770	173
Newark-Portsmouth-Newport News-Hampton, Va.	10,432,409	37	Pt. Wayne, Ind.	3,606,740	104	Palm Springs, Calif.	1,120,214	174
Harrisburg-York-Lancaster-Lebanon, Pa.	10,286,456	38	Colorado Springs-Pueblo, Colo.	3,598,115	105	Alexandria, La.	1,113,174	175
Greenville-Spartanburg-Ashville, S.C.-N.C.	10,203,747	39	Odessa-Midland, Tex.	3,594,354	106	Blount-Guilford-Pocahontas, Miss.	1,099,747	176
Nashville, Tenn.	10,190,378	40	Salinas-Monterey, Calif.	3,593,594	107	Charlottesville, Va.	1,051,444	177
Grand Rapids-Kalamazoo-Battle Creek, Mich.	10,065,710	41	Fargo, N.D.	3,508,383	108	San Angelo, Tex.	1,016,813	178
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	9,844,548	42	McAllen-Brownsville, Tex.	3,504,238	109	Grand Junction-Durango, Colo.	980,104	179
Salt Lake City, Utah	9,787,068	43	Peoria-Moline-Minnetonka, Ill.	3,489,740	110	Eureka, Calif.	946,591	180
Memphis, Tenn.	9,595,761	44	Reno, Nev.	3,432,387	111	Jackson, Tenn.	944,281	181
Albany-Schenectady-Troy, N.Y.	9,502,606	45	El Paso, Tex.	3,279,247	112	Jonesboro, Ark.	921,378	182
Buffalo, N.Y.	9,489,753	46	Lafayette, La.	3,276,340	113	Marshall, Miss.	878,574	183
Louisville, Ky.	9,447,907	47	Corpus Christi, Tex.	3,240,443	114	Great Falls, Mont.	874,937	184
Greensboro-Winston-Salem-High Point, N.C.	9,240,336	48	Greenville-New Bern-Washington, N.C.	3,235,972	115	Tuscaloosa, Ala.	841,301	185
San Antonio, Tex.	9,189,651	49	Amarillo, Tex.	3,065,567	116	Uma, Ohio	832,946	186
Richmond, Va.	8,463,890	50	Tyler-Longview-Jacksonville, Tex.	3,043,771	117	St. Joseph, Mo.	830,877	187
Flint-Saginaw-Bay City, Mich.	8,036,682	51	Montgomery-Selma, Ala.	3,003,510	118	Chapman-Scottsbluff, Wyo.-Neb.	830,119	188
Albuquerque, N.M.	7,731,858	52	Tallahassee-Thomsonville, Fla.-Ga.	2,954,416	119	Ardmore-Ada, Okla.	814,415	189
Dayton, Ohio	7,730,649	53	Augusta, Ga.	2,931,891	120	Bowling Green, Ky.	808,495	190
Wicks-Barro-Scranton, Pa.	7,683,303	54	Macon, Ga.	2,917,510	121	Lafayette, Ind.	788,653	191
Jacksonville, Fla.	7,624,518	55	Beaumont-Port Arthur, Tex.	2,870,541	122	Nagerstown, Md.	739,347	192
Mobile-Panacea, Ala.-Fla.	7,484,648	56	La Crosse-Eau Claire, Wis.	2,838,361	123	St. Louis, Mo.	708,188	193
Charleston-Stockton, W.Va.	7,380,750	57	Florence, S.C.	2,847,922	124	Casper-Riverton, Wyo.	690,478	194
Portland-Poland Spring, Maine	7,345,536	58	Eugene, Ore.	2,788,589	125	Harrisburg, Va.	682,084	195
Toledo, Ohio	7,181,463	59	Wausau-Rhineland, Wis.	2,736,009	126	Portersburg, W.Va.	643,080	196
Birmingham, Ala.	7,113,396	60	Yakima, Wash.	2,732,794	127	Marquette, Mich.	683,048	197
Wichita-Hutchinson, Kans.	7,020,422	61	Duluth-Superior, Minn.-Wis.	2,726,183	128	Flagstaff, Ariz.	631,394	198
Little Rock, Ark.	6,962,390	62	Erie, Pa.	2,659,080	129	Victoria, Tex.	599,412	199
Fransco-Vieira, Calif.	6,903,399	63	Rochester-Mason City-Austin, Minn.-Iowa	2,573,657	130	Anaheim, Ala.	512,442	200
Knoxville, Tenn.	6,618,512	64	Wichita Falls-Lawton, Tex.-Okla.	2,556,182	131	Presque Isle, Maine	506,633	201
Rochester, N.Y.	6,572,697	65	Bakersfield, Calif.	2,534,675	132	Nashua, Miss.	505,113	202
Syracuse, N.Y.	6,340,458	66	Terre Haute, Ind.	2,548,261	133	Twin Falls, Ida.	462,770	203
Tulsa, Okla.	6,311,743	67	Rockford, Ill.	2,547,742	134	Zanesville, Ohio	452,594	204
			Columbus, Ga.	2,544,100	135	Boz, Ore.	402,009	205
			Ft. Smith, Ark.	2,500,572	136	North Platte, Neb.	373,794	206
			Binghamton, N.Y.	2,465,591	137	Chattanooga-Knoxville, Iowa-Mo.	345,870	207
						Nelson, Mont.	304,054	208
						Albany, Mich.	301,832	209

ADI Buying Power Index (BPI)

ADI	BPI	Rank	ADI	BPI	Rank	ADI	BPI	Rank
New York, N.Y.	8.7902	1	Green Bay-Appleton, Wisc.	.3767	68	Chico-Redding, Calif.	.1480	138
Los Angeles, Calif.	6.1753	2	Omaha, Neb.	.3687	69	Monroe-El Dorado, La.-Ark.	.1470	139
Chicago, Ill.	3.6469	3	Roanoke-Lynchburg, Va.	.3683	70	Boise, Ida.	.1459	140
Philadelphia, Pa.	3.2102	4	Des Moines, Iowa	.3632	71	Traverse City-Cadillac, Mich.	.1425	141
San Francisco-Oakland-San Jose, Calif.	2.9895	5	Shreveport-Texarkana, La.-Tex.-Ark.	.3535	72	Recheater-Mason City-Austin, Minn.-Iowa	.1422	142
Boston, Mass.	2.7990	6	Austin, Tex.	.3513	73	Minot-Bismarck-Dickinson-Glendale, N.D.-Mont.	.1415	143
Washington, D.C.	2.2450	7	Springfield-Decatur-Champaign, Ill.	.3448	74	Sioux City, Iowa	.1381	144
Detroit, Mich.	1.9622	8	Lexington, Ky.	.3397	75	Wheeling-Steubenville, W.Va.-Ohio	.1366	145
Dallas-Ft. Worth, Tex.	1.8628	9	Davenport-Rock Island-Moline, Iowa-Ill.	.3132	76	Columbus-Tupelo, Miss.	.1331	146
Houston, Tex.	1.6013	10	Madison, Wisc.	.3000	77	Columbia-Jefferson City, Mo.	.1308	147
Atlanta, Ga.	1.5376	11	Spokane, Wash.	.2979	78	Lubbock, Tex.	.1300	148
Minneapolis-St. Paul, Minn.	1.5185	12	South Bend-Elkhart, Ind.	.2939	79	Wilmington, N.C.	.1290	149
Cleveland, Ohio	1.4872	13	Cedar Rapids-Waterloo-Dubuque, Iowa	.2938	80	Albany, Ga.	.1285	150
Miami, Fla.	1.4611	14	Columbia, S.C.	.2897	81	Bluefield-Seckley-Oak Hill, W.Va.	.1281	151
Seattle-Tacoma, Wash.	1.4442	15	Paducah-Cape Girardeau-Harrisburg-Marion, Ky.-Mo.-Ill.	.2875	82	Medford, Ore.	.1208	152
Tampa-St. Petersburg (Tarasota), Fla.	1.2708	16	Burlington-Plattsburgh, Vt.-N.Y.	.2861	83	Joplin-Pittsburg, Mo.-Kans.	.1192	153
St. Louis, Mo.	1.2192	17	Tucson, Ariz.	.2851	84	Bangor, Maine	.1169	154
Hartford-New Haven, Conn.	1.1666	18	Springfield, Mass.	.2812	85	Abilene-Sweetwater, Tex.	.1106	155
Pittsburgh, Pa.	1.1468	19	Las Vegas, Nev.	.2789	86	Quincy-Hannibal, Ill.-Mo.	.1061	156
Sacramento-Stockton, Calif.	1.0954	20	Huntsville-Decatur-Florence, Ala.	.2772	87	Utica, N.Y.	.1025	157
Denver, Colo.	1.0807	21	Chattanooga, Tenn.	.2750	88	Idaho Falls-Pocatello, Ida.	.0973	158
San Diego, Calif.	1.0776	22	Youngstown, Ohio	.2649	89	Salisbury, Md.	.0969	159
Baltimore, Md.	1.0562	23	Evansville, Ind.	.2629	90	Dothan, Ala.	.0912	160
Phoenix, Ariz.	1.0363	24	Jackson, Miss.	.2622	91	Clarksville-Weston, W.Va.	.0908	161
Indianapolis, Ind.	.8910	25	Bristol-Kingsport-Johnson City, Tenn.	.2581	92	Gainesville, Fla.	.0839	162
Orlando-Daytona Beach-Melbourne, Fla.	.8675	26	Johnstown-Altoona, Pa.	.2562	93	Rapid City, S.D.	.0817	163
Milwaukee, Wisc.	.8355	27	Salinas-Monterey, Calif.	.2529	94	Elmira, N.Y.	.0809	164
Portland, Ore.	.8325	28	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	.2513	95	Billings-Hardin, Mont.	.0788	165
Kansas City, Mo.	.8115	29	Baton Rouge, La.	.2512	96	Laurel-Hattiesburg, Miss.	.0776	166
Cincinnati, Ohio	.7660	30	Springfield, Mo.	.2511	97	Watertown-Carlisle, N.Y.	.0775	167
Charlotte, N.C.	.7355	31	Ft. Myers-Naples, Fla.	.2460	98	Palm Springs, Calif.	.0761	168
Raleigh-Durham, N.C.	.6862	32	Lincoln-Hastings-Keeney, Neb.	.2418	99	Lake Charles, La.	.0735	169
Nashville, Tenn.	.6791	33	Lansing, Mich.	.2410	100	Alexandria, La.	.0729	170
Columbus, Ohio	.6749	34	Waco-Temple-Bryan, Tex.	.2322	101	Missoula, Mont.	.0699	171
Grand Rapids-Kalamazoo-Battle Creek, Mich.	.6493	35	Ft. Wayne, Ind.	.2306	102	Panama City, Fla.	.0696	172
Providence-New Bedford, R.I.-Mass.	.6423	36	Peoria-Bloomington, Ill.	.2284	103	Greenwood-Greenville, Miss.	.0685	173
Norfolk-Portsmouth-Newport News-Hampton, Va.	.6295	37	Savannah, Ga.	.2265	104	El Centro-Yuma, Calif.-Ariz.	.0684	174
New Orleans, La.	.6243	38	Colorado Springs-Pueblo, Colo.	.2195	105	Biola-Gulfport-Pascagoula, Miss.	.0644	175
Buffalo, N.Y.	.6121	39	Sioux Falls-Mitchell, S.D.	.2177	106	Grand Junction-Durango, Colo.	.0607	176
Salt Lake City, Utah	.6117	40	Charleston, S.C.	.2137	107	Jonesboro, Ark.	.0590	177
Harrisburg-York-Lancaster-Lebanon, Pa.	.6077	41	El Paso, Tex.	.2106	108	Great Falls, Mont.	.0574	178
Greenville-Spartanburg-Ashville, S.C.-N.C.	.5968	42	Fargo, N.D.	.2057	109	Meriden, Miss.	.0565	179
Oklahoma City, Okla.	.5685	43	Reno, Nev.	.2027	110	Eureka, Calif.	.0541	180
Memphis, Tenn.	.5673	44	Greenville-New Bern-Washington, N.C.	.1991	111	Jackson, Tenn.	.0534	181
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	.5645	45	Augusta, Ga.	.1936	112	Ardmore-Ada, Okla.	.0532	182
San Antonio, Tex.	.5623	46	McAllen-Brownsville, Tex.	.1887	113	San Angelo, Tex.	.0517	183
Louisville, Ky.	.5474	47	Montgomery-Selma, Ala.	.1887	113	Charlottesville, Va.	.0506	184
Albany-Schenectady-Troy, N.Y.	.5458	48	Lafayette, La.	.1841	115	Tuscaloosa, Ala.	.0488	185
Greensboro-Winston-Salem-High Point, N.C.	.5277	49	Tallahassee-Thamesville, Fla.-Ga.	.1784	116	St. Joseph, Mo.	.0474	186
Richmond, Va.	.5007	50	Amarillo, Tex.	.1781	117	Lafayette, Ind.	.0470	187
Dayton, Ohio	.5001	51	Mocon, Ga.	.1774	118	Marquette, Mich.	.0468	188
Albuquerque, N.M.	.4711	52	Corpus Christi, Tex.	.1771	119	Lima, Ohio	.0445	189
Jacksonville, Fla.	.4653	53	Yakima, Wash.	.1743	120	Laredo, Tex.	.0437	190
Flint-Saginaw-Bay City, Mich.	.4652	54	Eugene, Ore.	.1729	121	Butte, Mont.	.0435	191
Wilkes-Barre-Scranton, Pa.	.4638	55	Odesa-Midland, Tex.	.1711	122	Hagerstown, Md.	.0433	192
Birmingham, Ala.	.4594	56	Beaumont-Port Arthur, Tex.	.1703	123	Cheyenne-Southpluff, Wyo.-Neb.	.0417	193
Fresno-Visalia, Calif.	.4578	57	Tyler-Longview-Jacksonville, Tex.	.1702	124	Bowling Green, Ky.	.0415	194
Mobile-Pensacola, Ala.-Fla.	.4529	58	Bakersfield, Calif.	.1691	125	Casper-Riverton, Wyo.	.0400	195
Charleston-Huntington, W.Va.	.4498	59	Ft. Smith, Ark.	.1667	126	Aniston, Ala.	.0376	196
Wichita-Hutchinson, Kans.	.4380	60	Columbus, Ga.	.1661	127	Harrisonburg, Va.	.0370	197
Toledo, Ohio	.4264	61	La Crosse-Eau Claire, Wisc.	.1639	128	Porterburg, W.Va.	.0350	198
Little Rock, Ark.	.4261	62	Rockford, Ill.	.1643	129	Flagstaff, Ariz.	.0328	199
Rochester, N.Y.	.4079	63	Wausau-Rhinelander, Wisc.	.1620	130	Presque Isle, Maine	.0297	200
Syracuse, N.Y.	.4002	64	Binghamton, N.Y.	.1616	131	Victoria, Tex.	.0291	201
Tulsa, Okla.	.3961	65	Duluth-Superior, Minn.-Wisc.	.1611	132	Twin Falls, Ida.	.0284	202
Peabody-Poland Spring, Maine	.3796	66	Eric, Pa.	.1594	133	Zanesville, Ohio	.0276	203
Kearville, Tenn.	.3774	67	Terre Haute, Ind.	.1519	134	Hanksville, Minn.	.0247	204
			Tapoka, Kans.	.1498	135	Bend, Ore.	.0243	205
			Florence, S.C.	.1483	136	Ottumwa-Kirksville, Iowa-Mo.	.0231	206
			Wichita Falls-Lawton, Tex.-Okla.	.1483	136	North Platte, Neb.	.0190	207
						Helena, Mont.	.0181	208
						Alpena, Mich.	.0138	209

TV Market Profiles



SEMM ESTIMATES

POPULATION—12/31/88

STATE SEMM/ARBTRON TV MARKET (ADI)	Total Pop. (Thous.)	House- holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						EFFECTIVE BUYING INCOME Total EBI (\$000)	RETAIL SALES Total Retail Sales (\$000)	BUYING POWER INDEX
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
ALABAMA													
ANNISTON	125.3	45.2	23.7	1.3	18.5	10.3	18.3	21.1	24.2	29.2	1,109,557	512,442	.0376
BIRMINGHAM	1,380.5	522.0	351.5	9.7	205.4	119.4	136.9	233.5	275.6	372.8	13,342,332	7,113,396	.4594
DOTHAN	286.8	104.3	66.0	3.5	45.3	24.7	29.4	47.1	57.6	73.2	2,460,223	1,521,046	.0912
HUNTSVILLE-DECATUR- FLORENCE	807.0	304.1	107.5	6.5	120.6	71.8	82.7	132.8	179.5	193.9	8,203,827	4,266,932	.3772
MOBILE-PENSACOLA	1,275.3	461.6	304.9	19.0	205.6	114.2	142.4	217.2	265.3	287.6	13,057,165	7,484,668	.4529
MONTGOMERY-SELMA	606.4	218.0	261.7	6.7	98.0	54.4	64.6	94.1	115.3	160.2	5,192,758	3,003,510	.1887
TUSCALOOSA	147.4	54.5	44.4	1.3	21.5	11.2	23.3	25.5	27.6	33.9	1,319,389	841,501	.0488
ARIZONA													
FLAGSTAFF	94.0	29.9	1.3	10.4	16.8	8.1	17.2	18.3	16.8	12.9	836,779	631,594	.0328
PHOENIX	2,556.3	991.7	71.7	388.9	379.8	206.0	268.5	442.7	504.3	671.0	30,711,694	17,954,468	1.0363
TUCSON	784.6	305.9	21.7	210.2	112.6	61.7	90.6	141.5	150.5	203.1	8,065,372	4,924,284	.2851
ARKANSAS													
FT. SMITH	519.5	194.2	9.6	4.5	75.8	42.7	53.0	81.4	103.7	147.4	4,850,024	2,500,372	.1667
JONESBORO	196.3	74.0	3.5	1.3	27.4	15.7	19.3	28.6	38.3	61.5	1,635,423	921,378	.0590
LITTLE ROCK	1,255.1	462.9	238.8	10.1	189.1	103.2	126.9	204.4	245.9	346.0	12,052,824	6,962,390	.4261
CALIFORNIA													
BAKERSFIELD	434.7	153.5	22.8	113.0	70.5	36.2	46.4	76.6	85.5	102.8	5,345,807	2,554,675	.1691
CHICO-REDDING	401.5	156.0	2.9	23.0	53.1	30.5	42.7	68.2	78.0	117.3	4,319,356	2,465,142	.1480
EL CENTRO-YUMA	206.4	67.8	5.4	105.3	36.5	19.4	22.4	32.5	38.6	49.1	1,753,195	1,268,935	.0684
EUREKA	136.6	54.0	.8	6.1	18.3	9.5	16.9	28.1	25.9	33.6	1,568,914	946,591	.0541
FRESNO-VISALIA	1,278.6	435.3	56.1	428.0	206.7	109.8	141.2	224.7	247.2	301.0	13,997,297	6,903,399	.4578
LOS ANGELES	13,801.9	4,960.3	1,285.2	4,049.0	1,959.3	1,079.2	1,522.1	2,601.2	2,916.6	3,290.7	905,498,327	93,261,104	6.1753
PALM SPRINGS	190.1	68.8	9.7	42.0	27.2	14.5	17.7	31.3	35.4	57.8	2,446,059	1,120,214	.0761
SACRAMENTO-STOCKTON	2,685.4	999.2	137.8	375.2	378.6	212.5	288.9	499.9	550.2	670.1	35,172,325	16,649,057	1.0954
SALINAS-MONTEREY	621.0	214.3	23.6	175.8	86.9	45.1	76.9	127.4	116.3	147.5	8,385,674	3,593,594	.2529
SAN DIEGO	2,382.0	867.4	138.9	425.7	312.4	172.2	329.5	467.1	462.5	567.0	36,146,308	16,135,301	1.0776
SAN FRANCISCO-OAKLAND- SAN JOSE	5,789.6	2,247.6	521.6	838.6	711.5	428.1	597.9	1,168.3	1,291.5	1,437.8	102,526,023	46,355,052	2.9893
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	554.9	209.3	12.1	102.5	64.3	38.7	79.1	105.2	105.4	147.7	7,875,004	4,263,631	.2513
COLORADO													
COLORADO SPRINGS-PUEBLO	626.9	236.3	29.5	101.3	93.3	51.9	79.0	115.6	127.3	139.2	6,333,846	3,598,115	.2195
DENVER	2,661.6	1,046.7	94.3	261.8	381.8	206.1	316.3	581.7	568.0	523.2	33,103,032	17,787,305	1.0807
GRAND JUNCTION- DURANGO	174.8	65.8	.3	13.0	25.6	13.5	19.0	32.9	35.0	43.0	1,754,380	980,104	.0607
CONNECTICUT													
HARTFORD-NEW HAVEN	2,435.7	900.8	174.2	94.0	310.9	202.2	260.3	423.5	501.1	676.8	37,946,275	19,147,579	1.1666
DISTRICT OF COLUMBIA													
WASHINGTON	4,490.8	1,678.7	1,060.8	127.7	612.0	379.6	467.7	890.1	1,059.1	960.8	75,507,353	35,495,092	2.2450
FLORIDA													
FT. MYERS-NAPLES	566.8	242.1	41.8	30.2	61.5	36.9	40.9	73.6	95.3	247.0	7,335,135	4,390,427	.2460
GAINESVILLE	227.3	87.2	44.4	7.3	28.9	16.2	43.8	46.3	40.0	45.6	2,351,241	1,473,456	.0839
JACKSONVILLE	1,226.0	457.1	279.7	22.5	185.1	103.7	131.6	217.3	251.7	298.4	13,894,227	7,624,318	.4653
MIAMI	3,141.4	1,271.6	541.1	868.7	349.9	215.7	275.4	490.5	637.6	1,102.4	42,438,534	27,953,663	1.4611

TV MARKET PROFILES

FLA. (cont.)



SALARY ESTIMATES

POPULATION—12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL
SALES

STATE

SMM/ARBTRON
TV MARKET (ADI)

Total Pop. (Thous.)	House- holds. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EIN (\$800)	Total Retail Sales (\$800)	BUYING POWER INDEX
				2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			

ORLANDO-DAYTONA BEACH- MELBOURNE	2,112.1	841.8	266.6	63.9	283.8	165.9	212.1	321.3	420.0	676.8	25,063,624	15,723,778	.8675
PANAMA CITY	212.4	80.8	27.8	3.1	31.5	18.1	21.1	33.1	44.5	37.3	1,862,959	1,216,090	.0696
TALLAHASSEE-THOMASVILLE	523.1	188.1	177.4	7.7	82.1	44.2	68.5	92.9	98.1	120.4	5,029,680	2,954,416	.1784
TAMPA-ST. PETERSBURG (SARASOTA)	3,086.1	1,299.1	313.2	148.1	343.5	209.9	254.3	430.8	543.3	1,236.7	37,662,746	22,232,750	1.2708
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,179.7	501.6	170.4	57.8	130.3	76.9	93.9	168.1	206.1	477.4	17,686,122	9,844,568	.5645
GEORGIA													
ALBANY	401.2	138.3	147.9	4.5	69.4	37.5	80.9	65.9	76.4	145.6	3,392,453	2,228,186	.1285
ATLANTA	3,640.2	1,349.6	810.2	41.1	554.6	306.5	380.3	713.2	816.2	1,661.1	46,259,204	26,724,039	1.5376
AUGUSTA	592.7	208.0	227.2	9.4	94.8	53.4	66.0	103.4	116.9	138.0	5,668,420	2,931,831	.1936
COLUMBUS	514.1	184.2	200.8	9.4	78.6	45.0	70.1	86.6	95.6	121.7	4,755,958	2,544,100	.1661
MACON	499.2	174.2	186.9	5.3	77.8	45.3	53.7	83.1	102.1	121.0	5,110,161	2,917,510	.1774
SAVANNAH	651.9	228.3	229.8	10.8	104.5	56.0	84.8	112.7	119.4	150.7	6,416,289	3,791,994	.2265
IDAHO													
BOISE	428.0	156.8	1.8	24.4	70.2	34.7	44.9	79.8	85.5	146.3	4,287,413	2,263,529	.1459
IDAHO FALLS-POCATELLO	313.0	102.1	.7	15.8	62.9	26.8	36.2	52.8	56.8	61.2	2,793,140	1,457,363	.0973
TWIN FALLS	85.6	30.2	.0	4.4	14.4	6.7	7.7	13.5	16.2	23.6	745,981	462,770	.0284
ILLINOIS													
CHICAGO	3,376.5	1,128.5	1,726.1	816.2	1,258.3	720.4	906.0	1,532.8	1,780.1	2,111.0	116,783,280	57,287,464	3.6469
PEORIA-BLOOMINGTON	539.2	210.4	28.5	5.6	82.2	43.7	69.7	96.6	108.3	148.8	7,304,407	3,489,740	.2284
QUINCY-MANNING	321.3	122.7	6.8	2.4	43.6	24.9	35.0	47.3	58.4	102.5	3,056,444	1,651,006	.1061
ROCKFORD	415.1	157.2	27.7	10.5	62.4	36.0	40.4	71.0	85.9	106.5	5,136,756	2,547,742	.1643
SPRINGFIELD-DECATUR- CHAMPAIGN	1,881.8	338.0	55.1	8.3	120.7	66.6	118.8	130.7	166.3	232.0	10,195,286	5,856,158	.3448
INDIANA													
EVANSVILLE	704.0	265.9	32.4	3.7	102.8	58.6	70.9	115.2	138.1	196.3	7,431,511	4,661,773	.2629
FT. WAYNE	637.9	232.0	31.8	9.1	101.7	54.8	65.1	110.4	125.7	158.2	6,935,435	3,606,740	.2306
INDIANAPOLIS	2,296.9	853.9	218.9	18.8	343.5	195.1	255.7	399.4	474.2	558.9	26,202,466	15,190,419	.8910
LAFAYETTE	123.7	43.9	2.1	1.6	15.1	8.0	30.4	22.1	20.5	24.3	1,379,221	788,653	.0470
SOUTH BEND-ELKHART	803.2	296.6	65.0	11.4	124.4	67.9	82.3	135.3	157.5	209.6	8,618,862	4,833,521	.2939

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5.4MM ESTIMATES

POPULATION—12/31/88

EFFECTIVE BUYING INCOME

RETAIL SALES

STATE

5.4MM/ARBITRON
TV MARKET (ADI)

Total Pop. (Thous.)	House- holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI (\$000)	Total Retail Sales (\$000)	BUYING POWER INDEX
				2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
427.6	164.2	7.7	2.1	58.6	33.3	44.9	64.9	79.6	133.8	4,313,433	2,548,261	.1519
819.8	308.3	13.7	5.2	118.1	69.6	105.8	139.3	151.3	209.2	8,924,221	4,463,813	.2938
830.1	318.1	23.3	25.2	124.2	70.4	82.4	137.9	163.2	225.1	9,578,105	4,903,523	.3132
967.3	383.6	19.0	9.4	133.3	75.0	110.4	160.9	183.6	274.4	10,773,839	5,066,048	.3652
75.2	28.8	.4	.4	9.7	5.2	9.9	11.8	13.1	23.4	663,276	355,870	.0231
410.4	157.1	1.4	2.8	61.0	33.0	42.4	62.3	72.2	125.2	3,797,895	2,333,041	.1381
404.7	152.6	27.4	14.5	55.8	28.8	59.1	70.8	71.6	104.7	4,388,306	2,328,221	.1498
1,121.6	435.0	44.3	37.8	160.0	85.7	118.8	187.2	213.1	319.3	13,383,371	7,020,422	.4380
120.5	43.6	8.5	.9	16.9	9.2	17.6	20.0	23.5	29.6	1,026,220	808,495	.0415
997.6	365.0	60.6	7.9	151.9	83.6	117.9	175.2	197.3	240.5	9,223,413	5,960,264	.3397
1,489.5	544.7	152.7	12.2	225.3	126.8	159.8	262.8	300.8	366.9	15,580,427	9,447,907	.5474
860.9	331.2	55.5	5.9	116.0	65.8	93.8	130.9	163.8	266.7	7,898,026	4,874,897	.2875
261.4	88.6	66.6	5.1	42.3	23.0	34.1	42.1	49.2	60.7	1,918,248	1,113,174	.0729
752.7	254.0	249.8	13.8	125.0	68.4	97.5	141.2	144.6	148.0	6,951,918	4,231,012	.2512
570.0	196.1	147.1	11.7	96.3	55.6	66.3	93.2	108.8	127.8	4,784,335	3,276,340	.1841
216.0	75.9	46.7	2.9	35.4	19.5	24.4	36.9	43.6	48.2	2,011,317	1,265,935	.0735
518.6	184.6	175.5	4.9	84.2	45.8	58.9	75.9	94.4	140.7	3,827,626	2,321,410	.1470
1,769.7	639.8	541.4	61.0	284.5	159.8	197.9	323.6	348.1	392.6	16,859,009	11,254,607	.6243
1,113.8	407.3	332.8	19.1	174.4	94.1	106.0	171.6	212.5	317.7	9,918,005	5,586,945	.3535
318.0	116.7	.4	1.1	45.8	27.1	34.8	53.1	62.4	85.5	3,217,668	2,120,176	.1149
870.0	334.8	1.9	4.2	122.1	73.4	84.1	148.8	171.1	246.1	10,710,541	7,345,536	.3796
86.1	29.8	.7	.5	13.6	8.2	9.7	14.4	16.7	20.7	838,564	506,632	.0297
2,539.8	929.9	636.5	25.8	335.1	218.4	269.6	460.8	547.7	640.9	33,150,483	16,947,332	1.0562
115.8	42.1	5.4	.8	14.6	9.6	12.5	19.7	24.1	32.4	1,222,627	759,547	.0433
246.9	92.5	59.2	2.0	32.3	20.5	24.6	39.3	49.0	74.3	2,570,113	1,911,992	.0969
5,582.3	2,105.0	224.8	128.3	712.0	464.3	616.3	995.9	1,118.2	1,336.8	89,844,518	48,184,289	2.7990
659.9	246.1	36.5	27.8	83.6	53.4	84.8	111.2	121.8	188.4	8,486,384	4,880,114	.2812
42.1	15.9	.0	.2	6.0	4.0	3.9	5.8	8.5	12.7	410,460	201,832	.0138
4,670.2	1,727.0	954.1	87.1	699.4	408.7	501.5	841.6	952.7	1,128.2	80,322,475	32,818,541	1.9622
1,266.2	455.8	130.1	33.7	202.7	118.9	141.1	211.7	255.5	294.4	13,238,393	8,035,682	.4652
1,712.5	622.8	109.9	37.3	261.7	147.5	202.0	296.5	334.1	413.8	20,030,732	10,065,710	.6493
631.8	225.6	39.5	18.5	93.6	52.2	90.9	121.2	123.4	130.7	7,189,548	3,987,513	.2413
156.5	56.3	1.5	.9	21.5	12.0	22.1	25.8	26.9	43.1	1,371,980	653,040	.0468
433.4	163.3	2.8	2.8	62.8	38.4	39.3	68.7	83.3	127.4	5,826,693	2,444,604	.1425

TV MARKET PROFILES



S&MM ESTIMATES

POPULATION—12/31/88

STATE

S&MM/ARBITHON
TV MARKET (ADI)

Total Pop. (Thous.)	House- holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EMI (\$000)	Total Retail Sales (\$000)	BUYING POWER INDEX
				2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
451.1	171.8	1.3	1.6	63.5	37.2	45.7	72.0	82.3	136.4	4,563,306	2,726,183	.1611
63.3	23.4	.2	.4	8.2	4.6	11.1	10.7	10.3	16.3	634,384	505,113	.0247
3,550.8	1,326.4	61.4	31.3	516.8	302.9	398.2	651.5	708.2	857.6	46,147,117	26,178,954	1.3185
368.0	142.8	.8	3.7	52.2	31.0	35.1	58.2	71.1	108.6	3,997,816	2,573,657	.1422
MINNESOTA												
182.9	65.8	38.9	3.7	28.9	15.7	25.2	31.4	35.4	39.8	1,804,847	1,099,747	.0644
459.5	164.3	142.3	4.0	73.8	40.1	51.4	70.6	87.2	121.0	3,491,539	2,114,910	.1331
253.0	83.2	154.4	3.6	48.0	25.4	27.6	36.7	40.7	64.1	1,622,050	1,178,120	.0685
828.4	291.2	379.7	7.9	139.3	74.7	89.0	136.1	153.7	205.7	7,259,882	4,214,671	.2622
251.6	90.6	74.9	2.5	40.6	22.0	29.4	39.5	47.0	64.4	2,026,295	1,327,015	.0776
185.4	67.4	70.7	1.8	30.7	15.8	19.2	27.8	33.3	32.2	1,549,147	878,574	.0565
MISSISSIPPI												
370.6	133.1	20.6	3.0	49.1	27.9	52.1	65.0	67.8	97.7	3,921,821	2,019,427	.1308
370.7	143.8	4.0	3.4	50.9	28.6	35.5	53.9	69.5	121.5	3,397,107	1,873,208	.1192
1,985.8	752.9	208.9	44.2	282.8	157.0	211.4	350.6	410.0	512.4	25,091,837	13,219,994	.8115
125.9	48.1	2.8	1.9	16.6	9.6	14.3	18.4	22.3	40.9	1,359,494	820,847	.0474
3,053.3	1,122.9	442.7	29.4	441.0	258.4	304.9	502.8	616.7	835.6	37,560,496	19,635,975	1.2192
787.2	296.8	8.9	6.8	106.2	60.5	81.0	115.3	151.8	250.2	7,153,016	3,865,076	.2511
MISSOURI												
222.1	86.5	.3	5.4	34.7	17.9	22.3	40.4	44.4	54.4	2,191,105	1,362,703	.0788
127.8	49.5	.1	1.6	17.5	10.0	17.4	23.1	24.1	31.8	1,234,693	703,188	.0435
173.0	66.7	1.0	2.0	26.6	14.8	18.1	28.9	34.4	43.9	1,690,296	876,937	.0574
48.3	19.6	.1	.5	7.2	4.0	5.1	9.6	9.9	10.8	529,572	304,054	.0181
203.4	80.2	.3	2.1	30.1	16.7	21.3	39.1	42.0	47.4	1,970,235	1,170,576	.0699
NEBRASKA												
654.8	254.2	4.4	8.5	90.2	48.0	78.0	108.4	117.8	191.9	7,103,825	3,997,907	.2418
47.8	18.2	.1	1.9	7.7	3.8	4.5	7.8	9.3	13.0	503,286	373,724	.0190
934.4	352.6	50.2	15.4	140.5	79.1	95.2	160.7	183.9	244.1	11,233,005	5,988,887	.3687
NEVADA												
654.7	266.7	70.9	52.5	92.1	52.6	70.4	125.2	153.1	140.8	8,446,348	4,818,945	.2789
467.8	190.3	6.9	26.7	53.3	34.9	50.0	94.8	104.9	111.6	6,250,531	3,432,387	.2027
NEW MEXICO												
1,428.0	510.3	22.2	541.7	239.4	130.9	182.7	256.5	286.5	306.9	13,132,161	7,731,858	.4711
NEW YORK												
1,307.5	492.6	42.0	14.0	174.2	110.0	135.7	215.0	253.7	385.4	16,330,919	9,502,606	.3438
434.3	160.0	4.3	3.0	60.5	38.5	45.5	67.8	87.2	122.8	4,985,382	2,463,391	.1616
1,678.1	617.8	131.2	22.6	227.8	143.3	177.9	284.9	326.3	492.9	18,570,253	9,489,753	.6121
234.9	85.7	5.5	1.6	33.8	20.9	23.4	36.1	43.8	67.9	2,387,777	1,251,719	.0809
18,692.0	7,070.8	3,314.5	2,517.4	2,416.2	1,522.6	1,741.8	3,152.7	4,068.7	5,309.5	294,213,327	135,461,674	8.7902
932.4	354.7	87.9	22.2	130.9	81.1	105.9	169.0	194.1	244.8	12,902,056	6,572,697	.4079
1,043.8	375.8	44.0	11.0	144.0	89.4	136.5	175.1	198.7	270.5	12,235,222	6,340,458	.4002
287.5	103.7	6.0	2.7	38.7	24.3	32.1	42.9	53.8	88.0	3,040,185	1,620,050	.1025



S&M ESTIMATES

POPULATION—12/31/88

EFFECTIVE BUYING INCOME

RETAIL SALES

STATE

S&M/ARBITRON
TV MARKET (ADI)

Total Pop. (Thous.)	House- holds. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI (\$000)	Total Retail Sales (\$000)	BUYING POWER INDEX
				2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			

WATERTOWN-CARTHAGE	239.5	82.3	.5	1.3	36.7	22.1	29.3	36.0	44.5	63.6	2,168,937	1,247,552	.0775
NORTH CAROLINA													
CHARLOTTE	1,920.7	719.9	377.9	15.4	283.3	161.2	198.3	337.6	416.0	470.9	21,502,922	12,518,207	.7355
GREENSBORO-WINSTON SALEM-HIGH POINT	1,333.9	512.9	257.7	10.2	185.0	109.8	137.2	232.4	292.9	343.3	15,407,878	9,240,336	.5377
GREENVILLE-NEW BERN- WASHINGTON	623.6	222.0	202.0	11.0	93.1	50.1	98.5	106.2	116.3	137.9	3,474,642	2,235,972	.1991
RALEIGH-DURHAM	1,867.8	683.1	603.2	26.3	272.1	153.0	243.9	348.4	377.4	417.4	20,193,786	11,268,213	.6862
WILMINGTON	392.5	142.0	107.4	4.1	63.0	35.3	39.4	67.1	78.8	96.9	3,467,889	2,218,604	.1290
NORTH DAKOTA													
FARGO	595.6	218.4	1.7	4.2	83.6	47.5	75.4	96.8	104.2	166.1	5,762,600	3,508,383	.2057
MINOT-BISMARCK- DICKINSON-GLENDALE	402.1	144.5	1.2	2.4	64.6	33.1	44.0	67.7	73.8	101.7	3,915,861	2,454,153	.1415
OHIO													
CINCINNATI	1,988.9	744.0	202.1	12.0	299.0	169.7	216.0	338.9	399.2	501.4	23,359,083	12,243,271	.7660
CLEVELAND	3,815.8	1,448.4	492.2	53.9	545.7	319.8	388.9	646.2	772.7	1,030.8	45,100,772	24,219,114	1.4872
COLUMBUS	1,791.2	683.9	164.7	11.9	263.9	144.4	210.4	328.4	369.4	420.0	20,133,489	11,002,405	.6749
DAYTON	1,316.3	502.2	133.9	9.1	196.3	111.0	135.1	223.3	276.1	333.8	15,465,388	7,790,649	.5001
LIMA	113.6	41.6	11.8	1.0	17.7	9.8	11.5	18.8	21.3	30.3	1,227,682	832,968	.0445
TOLEDO	1,104.7	411.3	74.5	37.8	171.0	92.3	125.5	187.3	209.9	282.3	12,592,230	7,181,463	.4264
YOUNGSTOWN	744.1	279.1	64.9	7.9	105.7	61.3	73.5	119.8	146.0	216.7	8,034,893	4,148,753	.2669
ZANESVILLE	85.0	32.1	3.8	.5	13.0	7.4	8.7	13.4	16.6	23.2	767,383	452,524	.0276
OKLAHOMA													
ARDMORE-ADA	196.4	74.2	8.8	2.2	27.7	15.4	18.6	27.6	37.0	64.4	1,398,140	814,415	.0532
OKLAHOMA CITY	1,565.7	599.1	107.6	34.9	227.8	117.8	180.8	289.9	311.8	406.6	15,190,875	10,606,257	.5685
TULSA	1,199.6	459.1	80.7	16.9	177.0	95.2	115.0	203.0	248.6	323.1	11,229,496	6,311,743	.3961
OREGON													
BEND	71.4	27.2	.0	1.3	10.8	5.5	6.5	14.6	14.9	16.7	677,727	402,009	.0243
EUGENE	491.5	190.2	2.1	10.7	69.4	36.5	61.9	98.8	96.5	112.9	5,036,320	2,788,589	.1729
MEDFORD	355.4	137.8	1.2	12.0	51.2	28.0	30.1	61.6	72.1	101.5	3,353,603	2,049,261	.1208
PORTLAND	2,104.5	823.0	39.0	55.1	302.2	161.4	204.6	412.8	425.9	530.5	25,288,858	13,669,280	.8325
PENNSYLVANIA													
ERIE	421.6	155.8	14.9	2.8	62.4	33.5	46.1	68.3	79.8	116.8	4,713,046	2,659,080	.1594
HARRISBURG-YORK- LANCASTER-LEBANON	1,470.6	557.0	58.6	22.8	204.4	119.3	191.5	251.1	303.4	399.9	18,416,618	10,288,656	.6077
JOHNSTOWN-ALTOONA	775.3	283.9	7.6	3.3	107.1	62.0	95.1	121.8	143.9	224.2	7,336,487	4,012,229	.2562
PHILADELPHIA	7,243.3	2,703.6	1,221.3	218.6	961.1	602.6	758.7	1,205.3	1,472.6	2,048.7	100,660,887	53,677,416	3.2102
PITTSBURGH	3,051.3	1,177.6	196.3	16.7	385.5	240.9	322.4	492.8	588.6	944.2	35,152,358	17,844,526	1.1468
WILKES BARRE-SCRANTON	1,297.2	495.8	7.7	5.5	165.9	100.6	123.6	193.4	246.2	435.1	13,386,152	7,683,303	.4638
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,567.3	556.9	42.8	35.3	196.0	123.6	162.0	247.8	287.6	451.6	19,230,606	11,288,987	.6423
SOUTH CAROLINA													
CHARLESTON	638.9	219.5	231.4	10.4	103.6	57.5	86.8	121.4	124.1	123.0	5,817,172	3,678,808	.2137
COLUMBIA	829.7	297.2	315.9	11.3	127.7	73.1	105.8	154.1	164.6	178.6	8,540,271	4,524,814	.2897
FLORENCE	425.4	152.6	159.6	4.6	71.4	39.2	44.0	74.2	84.3	97.3	3,785,382	2,847,922	.1483
GREENVILLE-SPARTANBURG- ASHEVILLE	1,487.1	642.3	264.5	13.4	240.1	137.6	171.7	281.0	358.3	452.3	16,748,709	10,203,747	.5968

TV MARKET PROFILES



S&M ESTIMATES

POPULATION—12/31/88

STATE

S&M/ARBTRON
TV MARKET (ADI)

SOUTH DAKOTA

RAPID CITY

SIoux FALLS-MITCHELL

TENNESSEE

BRISTOL-KINGS-PORT-
JOHNSON CITY

CHATTANOOGA

JACKSON

KNOXVILLE

MEMPHIS

NASHVILLE

TEXAS

ABILENE-SWEETWATER

AMARILLO

AUSTIN

BEAUMONT-PORT ARTHUR

CORPUS CHRISTI

DALLAS-FT. WORTH

EL PASO

HOUSTON

LAREDO

LUBBOCK

MCALLEN-BROWNSVILLE

ODESSA-MIDLAND

SAN ANGELO

SAN ANTONIO

TYLER-LONGVIEW-
JACKSONVILLE

VICTORIA

WACO-TEMPLE-BRYAN

WICHITA FALLS-LAWTON

UTAH

SALT LAKE CITY

VERMONT

BURLINGTON-PLATTSBURGH

VIRGINIA

CHARLOTTESVILLE

HARRISONBURG

NORFOLK-PORTSMOUTH-
NEWPORT NEWS-
HAMPTON

RICHMOND

ROANOKE-LYNCHBURG

WASHINGTON

SEATTLE-TACOMA

SPOKANE

Total Pop. (Thous.)	House- hold. (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI (\$000)	Total Retail Sales (\$000)	BUYING POWER INDEX
				2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over			
235.7	86.9	1.6	4.3	38.5	19.8	27.0	41.6	43.5	55.6	2,333,817	1,313,644	.0817
626.4	236.9	.7	2.0	92.5	52.1	67.6	95.7	110.8	186.0	6,019,100	3,758,064	.2177
774.1	282.5	14.3	4.6	115.2	64.7	75.0	129.3	168.1	200.7	7,556,853	3,944,908	.2581
786.4	293.1	77.2	6.3	119.6	65.1	77.9	134.6	169.9	195.7	7,757,435	4,647,426	.2750
153.8	58.5	32.0	1.3	22.4	12.4	15.0	24.8	30.0	44.5	1,455,607	944,261	.0534
1,063.7	404.0	48.1	8.1	152.7	88.4	109.7	181.7	225.9	275.9	10,450,044	6,618,512	.3774
1,677.5	602.9	650.0	17.5	269.7	151.2	182.7	283.7	320.2	412.2	15,675,271	9,395,761	.5673
1,898.1	710.5	244.4	18.7	271.3	152.9	205.5	327.3	397.8	486.1	20,767,804	10,190,378	.6791
310.7	115.9	15.3	46.1	44.2	23.6	33.9	45.6	57.4	95.7	2,882,996	2,111,754	.1106
499.9	185.1	18.9	80.9	79.9	40.2	52.8	81.8	99.0	127.5	4,990,936	3,065,567	.1781
911.3	349.4	90.3	184.0	127.6	67.9	131.4	185.2	170.7	200.1	10,543,268	5,786,218	.3513
457.6	165.0	105.2	16.5	70.3	39.0	46.1	73.8	91.3	121.6	4,946,049	2,870,541	.1703
526.5	174.0	19.7	311.8	93.2	48.0	56.9	90.1	99.9	118.0	4,601,202	3,240,443	.1771
4,510.1	1,693.7	632.6	426.2	677.0	361.7	481.3	850.4	971.0	1,025.6	56,657,078	31,388,162	1.8628
716.8	221.0	26.1	483.2	134.8	68.1	91.6	123.5	138.9	132.5	5,668,198	3,279,247	.2106
3,949.1	1,438.3	753.8	716.6	634.0	320.2	441.5	829.1	846.8	737.3	47,944,458	27,314,892	1.6013
131.4	35.7	.1	126.6	28.2	14.2	13.7	20.3	22.8	26.7	741,251	1,142,770	.0437
392.1	137.2	25.5	118.7	63.4	33.2	54.4	65.0	73.5	87.5	3,484,272	2,293,438	.1300
696.5	194.9	1.9	601.3	149.9	73.3	67.4	108.6	120.9	147.2	4,186,565	3,504,238	.1887
401.4	142.2	20.8	123.5	67.8	34.0	43.9	70.3	80.9	88.7	4,476,859	3,594,354	.1711
132.4	48.1	4.7	36.8	19.0	10.3	15.7	21.3	24.7	37.1	1,355,230	1,016,813	.0517
1,677.8	566.6	106.3	866.9	281.9	151.6	180.9	283.0	324.7	396.5	13,815,036	9,189,651	.5623
467.4	169.6	99.9	20.0	69.9	36.4	32.4	76.5	90.1	126.9	4,680,689	3,043,771	.1702
76.4	26.1	4.8	27.2	13.1	6.7	8.3	13.8	15.3	16.2	762,288	579,412	.0291
688.2	244.4	118.4	79.8	98.1	49.4	123.7	113.0	117.2	162.2	6,640,060	3,718,943	.2322
445.7	161.9	40.0	28.4	64.7	34.5	56.6	71.9	84.0	118.6	4,007,157	2,568,182	.1483
1,891.4	599.0	10.4	84.6	389.3	156.6	225.3	336.8	330.7	347.1	17,162,309	9,787,068	.6117
722.0	265.1	4.5	6.2	102.1	61.8	89.0	128.8	141.6	177.9	7,986,111	3,319,132	.2861
105.0	40.7	15.7	1.0	11.5	7.3	19.8	21.1	19.8	22.9	1,406,362	1,051,444	.0506
103.8	35.8	2.5	.8	12.8	7.6	17.5	17.1	20.0	26.0	980,782	682,084	.0370
1,641.0	567.1	506.1	26.9	235.8	134.6	233.1	298.8	332.1	355.5	18,731,394	10,432,409	.6295
1,226.3	439.7	364.4	11.3	166.8	101.9	127.6	223.5	259.3	313.7	15,108,018	8,463,890	.5007
1,019.7	364.6	168.4	7.0	135.3	81.6	118.5	169.0	212.7	277.3	10,939,992	5,905,250	.3683
3,293.7	1,311.6	111.1	74.4	446.8	250.3	360.3	647.0	690.0	800.1	46,549,486	22,867,593	1.4442
854.9	327.2	5.8	21.1	129.1	68.3	94.9	153.0	167.6	213.4	8,794,071	4,634,578	.2979

TV MARKET PROFILES

WASH. (cont.)



S&MM ESTIMATES

POPULATION—12/31/88

STATE

S&MM/ARBTRON
TV MARKET (ADI)

	Total Pop. (Thous.)	House- holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.)						Total EBI (\$000)	Total Retail Sales (\$000)	BUYING POWER INDEX	
					2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over				
YAKIMA	473.7	173.3	5.0	50.3	74.0	38.9	49.5	83.3	93.3	115.4	5,285,299	2,732,794	.1743	
WEST VIRGINIA														
BLUEFIELD-BECKLEY-DAK HILL	412.2	151.2	29.0	3.2	66.8	34.2	39.5	70.1	76.1	112.4	3,284,233	2,261,041	.1281	
CHARLESTON-HUNTINGTON	1,414.0	520.5	32.5	8.9	221.2	117.6	145.4	237.9	281.3	365.1	12,276,583	7,380,750	.4498	
CLARKSBURG-WESTON	290.7	112.0	4.0	2.4	41.6	23.0	29.0	45.8	54.1	88.7	2,369,200	1,585,387	.0908	
PARKERSBURG	92.0	36.2	.8	.4	13.5	7.6	8.5	15.3	19.5	24.9	940,336	663,080	.0350	
WHEELING-STEUBENVILLE	413.4	157.3	10.2	2.1	38.7	33.3	40.3	66.0	78.7	124.7	3,921,025	2,124,953	.1366	
WISCONSIN														
GREEN BAY-APPLETON	1,023.2	380.8	1.3	6.0	132.4	94.0	107.2	168.8	193.8	276.0	11,233,148	6,019,337	.3767	
LA CROSSE-EAU CLAIRE	435.0	166.7	.6	1.7	64.5	38.3	57.9	73.1	80.7	126.4	4,691,789	2,858,361	.1659	
MADISON	705.3	276.2	11.3	6.0	97.3	57.4	88.9	135.4	135.7	169.9	8,612,799	5,606,637	.3000	
MILWAUKEE	2,021.6	764.8	185.4	34.0	289.2	174.6	217.2	330.4	403.7	524.5	26,281,098	13,328,920	.8355	
WAUSAU-RHINELANDER	445.2	163.9	.6	1.9	66.1	40.4	46.7	69.9	83.9	123.8	4,648,480	2,736,009	.1620	
WYOMING														
CASPER-RIVERTON	115.1	42.6	.5	4.3	19.4	9.2	13.6	23.8	23.4	20.8	1,112,779	690,478	.0400	
CHEYENNE-SCOTTSBLUFF	113.0	44.2	2.2	12.8	17.5	9.1	12.6	20.7	22.4	26.7	1,068,618	820,119	.0417	
TOTAL UNITED STATES ADL	246,577.6	91,756.2	30,610.7	19,626.1	35,220.3	20,173.2	26,623.8	43,176.1	49,951.7	63,684.1	3,041,925,973	1,626,077,199	99.2933	



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SECTION III

**NEWSPAPER
MARKET
PROFILES**

Newspaper Market Households

Market	(Thous.)	Rank	Market	(Thous.)	Rank	Market	(Thous.)	Rank
New York, N.Y.	5,165.1	1	Bakersfield, Cal.	183.4	104	San Luis Obispo, Cal.	78.4	212
Los Angeles-Long Beach, Cal.	4,183.6	2	Charlottesville, Va.	179.4	105	Lynchburg, Va.	77.4	213
Chicago, Ill.	2,700.0	3	Fort Wayne, Ind.	178.1	106	Terre Haute, Ind.	77.3	214
Detroit, Mich.	1,980.0	4	Shreveport, La.	178.0	107	Hyannis, Mass.	76.9	215
Philadelphia, Pa.	1,823.6	5	Charleston, W.Va.	176.9	108	Alexandria, La.	76.6	216
San Francisco, Cal.	1,599.5	6	Santa Rosa-Petaluma, Cal.	176.1	109	Lake Charles, La.	75.9	217
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	1,579.3	7	El Paso, Tex.	175.1	110	Wichita Falls, Tex.	75.2	218
Washington, D.C.	1,468.4	8	Augusta, Ga.	172.8	111	Ocala, Fla.	75.0	219
Houston, Tex.	1,377.0	9	Portland, Me.	167.1	112	Hutchinson, Kans.	73.6	220
Newark, N.J.	1,076.4	10	Lake County, Ill.	167.0	113	San Jose, Calif.	73.5	221
Minneapolis-St. Paul, Minn.	972.3	11	Beaumont-Port Arthur, Tex.	165.0	114	Laurens, Fla.	73.4	222
Atlanta, Ga.	939.8	12	Davenport-Rock Island-Moline, Iowa-Ill.	162.0	115	Joplin, Mo.	72.2	223
Tampa-St. Petersburg-Clearwater, Fla.	938.8	13	Peoria, Ill.	161.9	116	Beaver County, Pa.	71.5	224
Dallas, Tex.	924.8	14	Flint, Mich.	161.7	117	Anderson, S.C.	71.1	225
Denver, Colo.	925.5	15	Stockton, Cal.	160.0	118	Tuscaloosa, Ala.	70.7	226
St. Louis, Mo.	919.3	16	Melbourne-Titusville-Palm Bay, Fla.	157.4	119	Yakima, Wash.	69.7	227
Phoenix, Ariz.	901.8	17	Lansing-East Lansing, Mich.	157.4	119	Provo-Orem, Utah	69.7	227
Baltimore, Md.	881.5	18	Corpus Christi, Tex.	157.1	121	Beckley, W.Va.	69.6	229
Nassau-Suffolk, N.Y.	877.9	19	Daytona Beach, Fla.	156.9	122	Parkersburg-Marietta, W.Va.-Ohio	69.3	231
Pittsburgh, Pa.	876.2	20	Colorado Springs, Colo.	154.5	123	Decatur, Ill.	69.2	232
San Diego, Cal.	867.4	21	Lakeland-Winter Haven, Fla.	151.1	124	Lima, Ohio	69.2	232
Riverside-San Bernardino, Cal.	816.1	22	Saginaw-Bay City-Midland, Mich.	150.8	125	Leviston-Auburn, Me.	69.2	232
Anaheim-Santa Ana, Cal.	802.2	23	Lancaster, Pa.	149.3	126	Tyler, Tex.	68.4	234
Seattle, Wash.	778.1	24	Macon-Warner Robins, Ga.	148.2	127	Muncie, Ind.	68.3	235
Miami-Hialeah, Fla.	745.1	26	Evansville, Ind.	146.2	128	Bremerton, Wash.	67.8	236
Cleveland, Ohio	723.3	27	Bangor, Me.	143.5	129	Monroe, La.	67.5	237
Kansas City, Mo.-Kans.	636.3	28	Lubbock, Tex.	143.0	130	Fort Walton Beach, Fla.	67.5	237
Sacramento, Cal.	539.7	29	Jackson, Miss.	142.2	131	Muskogean, Mich.	66.7	239
Portland, Ore.	546.0	30	Asheville, N.C.	140.7	132	Florence, S.C.	66.4	240
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	539.3	31	Appleton-Oshkosh-Neenah, Wisc.	139.9	134	Eau Claire, Wisc.	66.1	241
Milwaukee, Wisc.	535.5	32	Reno, Nev.	139.2	135	Racine, Wisc.	64.8	243
Cincinnati, Ohio	535.5	33	Canton, Ohio	137.2	136	Florence, Ala.	64.7	244
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	526.5	34	Amesbury, Tex.	137.2	136	Sunbury, Pa.	64.5	245
San Antonio, Tex.	523.8	35	Lincoln, Neb.	137.1	137	Lafayette-West Lafayette, Ind.	63.9	246
Norfolk-Virginia Beach-Newport News, Va.	519.3	36	Manchester-Nashua, N.H.	137.0	138	Pottsville, Pa.	63.3	247
Fort Worth-Arlington, Tex.	518.9	37	South Bend-Mishawaka, Ind.	135.5	139	Ann Arbor, Mich.	62.5	249
San Jose, Cal.	508.9	38	Fort Myers-Cape Coral, Fla.	131.6	140	Rapid City, S.D.	62.2	250
New Orleans, La.	484.2	40	Pensacola, Fla.	131.0	141	Odessa, Tex.	62.1	251
Bergen-Passaic, N.J.	482.8	41	Santa Barbara-Santa Maria-Lompoc, Cal.	130.9	142	Olympia, Wash.	61.8	252
Indianapolis, Ind.	482.8	42	Joliet, Ill.	128.9	143	Albany, Ga.	61.5	253
Columbus, Ohio	469.5	43	Reading, Pa.	128.7	144	Texasarkana, Tex.-Ark.	61.4	254
Buffalo, N.Y.	454.3	44	York, Pa.	128.2	145	Waterville, Me.	60.2	256
Orlando, Fla.	440.7	44	Aurora-Elgin, Ill.	128.0	146	Lafayette, La.	59.6	257
Oklahoma City, Okla.	431.1	45	New London-Norwich, Conn.	127.9	147	Charlottesville, Va.	59.5	258
Little Rock-North Little Rock, Ark.	429.6	46	Duluth, Minn.	127.3	148	San Angelo, Tex.	58.9	259
Greensboro-Winston-Salem-High Point, N.C.	423.1	47	Rockford, Ill.	124.9	149	Owensboro, Ky.	58.9	259
Hartford-New Britain-Middletown-Bristol, Conn.	416.9	48	Atlantic City, N.J.	123.9	150	Dubuque, Iowa	58.4	260
West Palm Beach-Bokeelia-Delray Beach, Fla.	411.7	49	Montgomery, Ala.	122.7	151	Redding, Cal.	58.2	261
Salt Lake City-Ogden, Utah	392.9	50	Orange County, N.Y.	122.5	152	Great Falls, Mont.	58.1	262
Louisville, Ky.	384.8	51	Blount-Guilford, Miss.	120.3	154	Rochester, Minn.	57.8	263
Richmond-Petersburg, Va.	381.9	52	Modesto, Cal.	119.6	155	Victoria, Tex.	57.4	264
Dayton-Springfield, Ohio	378.3	53	Trenton, N.J.	119.4	156	Casper, Wyo.	57.1	265
Omaha, Neb.	377.0	54	Springfield, Mo.	117.8	157	Naples, Mont.	56.8	266
Manassas-Ocean, N.J.	375.9	55	Binghamton, N.Y.	116.5	158	Missoula, Mont.	56.3	267
Memphis, Tenn.	372.4	56	Anchorage, Alaska	116.1	159	Fredericksburg, Va.	56.1	268
Des Moines, Iowa	367.0	57	Union-Rome, N.Y.	115.3	160	Elmira, N.Y.	55.8	269
Providence-Pawtucket-Woonsocket, R.I.	366.5	58	Salinas-Seaside-Manterey, Cal.	115.1	161	Butler, Pa.	55.7	270
Jacksonville, Fla.	361.9	59	Savannah, Ga.	111.3	162	Pittsfield, Mass.	55.4	271
New Haven-Waterbury-Meriden, Conn.	359.0	60	Billings, Mont.	109.5	163	Modesto, Ore.	55.3	272
Birmingham, Ala.	357.2	61	Kalamazoo, Mich.	108.2	164	Olean, N.Y.	55.2	273
Rochester, N.Y.	354.7	62	Vallée-Fairfield-Hape, Cal.	106.7	165	Panama City, Fla.	55.1	274
Nashville, Tenn.	347.0	63	Eugene-Springfield, Ore.	105.7	166	Elkhart-Goshen, Ind.	54.9	276
Austin, Tex.	319.3	65	Topeka, Kans.	104.2	167	Richland-Kennerly-Passot, Wash.	54.3	277
Albany-Schenectady-Troy, N.Y.	314.5	66	Erie, Pa.	104.0	168	Paducah, Ky.	54.0	278
Honolulu, Hawaii	313.5	67	McAllen-Edinburg-Mission, Tex.	103.3	169	Jamestown-Dunkirk, N.Y.	53.4	279
Raleigh-Durham, N.C.	313.4	68	Cedar Rapids, Iowa	101.3	171	Longview-Marshall, Tex.	53.2	280
Middlesex-Somerset-Huntingdon, N.J.	309.1	69	Hannibal-Middleton, Ohio	101.2	172	Battle Creek, Mich.	53.1	281
Greenville-Spartanburg, S.C.	304.8	70	Salem, Ore.	101.1	173	Myrtle Beach, S.C.	53.1	281
Bridgeport-Stamford-Norwalk-Danbury, Conn.	300.0	71	Tallahassee, Fla.	100.2	174	Solimar, Kans.	52.8	282
Akron, Ohio	237.1	72	Pueblo, Colo.	99.8	175	Bismarck, N.D.	51.4	284
Fresno, Cal.	234.0	73	Fort Smith, Ark.	99.3	176	Altoona, Pa.	50.6	285
Las Vegas, Nev.	229.6	74	Boise, Ida.	97.5	177	Sandusky, Ohio	50.0	286
Tucson, Ariz.	226.7	75	Galveston, Fla.	97.4	178	Anderson, Ind.	49.2	287
Syracuse, N.Y.	225.9	76	Lorain-Elyria, Ohio	97.2	179	Kankakee, Ill.	49.1	288
Allentown-Bethlehem, Pa.	220.6	78	Bloomington-Normal, Ill.	96.1	180	Manfield, Ohio	48.9	289
Worcester-Fitchburg-Leominster, Mass.	220.2	79	Fayetteville, N.C.	95.3	181	Mankato, Minn.	48.9	289
Toledo, Ohio	219.3	80	Wilmington, N.C.	94.9	182	Cumberland, Md.	48.9	289
Sarasota, Fla.	218.7	81	Fargo-Moorhead, N.D.-Minn.	94.2	183	St. Cloud, Minn.	47.3	293
Grand Rapids, Mich.	218.7	82	Sioux City, Iowa	93.7	184	Gadsden, Ala.	47.0	294
Scranton-Wilkes-Barre, Pa.	218.7	83	Johnstown, Pa.	93.5	185	Sharon, Pa.	46.1	295
Spokane, Wash.	213.5	84	Tupelo, Miss.	92.0	186	Waco, Tex.	45.7	296
Knoxville, Tenn.	212.8	85	Huntsville, Ala.	91.7	188	Traverse City, Mich.	45.6	297
Madison, Wisc.	212.8	86	Abilene, Tex.	90.8	189	Hickory, N.C.	44.5	299
Johnson City-Kingsport-Bristol, Tenn.	212.8	87	Green Bay, Wisc.	90.3	190	Kenosha, Wisc.	44.5	299
Wilmington, Del.	212.8	88	Sioux Falls, S.D.	90.1	191	Grand Junction, Colo.	44.4	301
Springfield, Mass.	212.8	89	Poughkeepsie, N.Y.	87.5	192	Williamsport, Pa.	44.4	301
Gary-Hammond, Ind.	212.8	90	Santa Cruz, Cal.	87.2	193	Bloomington, Ind.	44.4	301
Wichita, Kans.	212.8	91	Wheeling, W.Va.	86.4	194	Minot, N.D.	43.7	303
Oxnard-Ventura, Cal.	212.8	92	Boulder-Longmont, Colo.	86.3	195	Wenatchee, Wash.	43.3	304
Jersey City, N.J.	212.8	93	Carbondale, Ill.	85.4	196	Hagerstown, Md.	43.1	305
Reno, Nev.	212.8	94	Waco, Tex.	85.2	197	Lawton, Okla.	42.7	307
Columbia, S.C.	212.8	95	Springfield, Ill.	84.3	198	Burlington, N.C.	40.6	308
Tacoma, Wash.	212.8	96	Waterloo-Cedar Falls, Iowa	82.8	199	Jamestown, Ark.	40.5	309
Baton Rouge, La.	209.7	97	Champaign-Urbana-Rantoul, Ill.	82.3	200	Glens Falls, N.Y.	40.5	309
Lexington-Fayette, Ky.	207.7	98	Watertown, N.Y.	82.1	201	Danville, Va.	40.3	311
Mobile, Ala.	191.3	100	Huntington-Ashland, W.Va.-Ky.	81.5	202	Quincy, Ill.	39.7	312
Youngstown-Warren, Ohio	189.2	101	Burlington, Vt.	81.4	203	Fort Pierce, Fla.	39.6	313
Charleston, S.C.	185.5	102	Vancouver, Wash.	81.0	205	New Philadelphia-Dover, Ohio	39.4	314
Harrisburg-Lebanon-Carlisle, Pa.	183.0	103	Bradenton, Fla.	80.9	206	Kalamazoo, Wisc.	38.5	315
New Bedford-Fall River-Athol, Mass.	183.0	103	Brownsville-Harlingen, Tex.	80.3	207	Shelbyville, Wisc.	38.4	316
			Niagara Falls, N.Y.	79.6	208	Verona Beach, Fla.	36.4	317
			Grand Forks, N.D.	79.5	209	Enid, Okla.	35.9	318
			Janesville-Beloit, Wisc.	79.4	210	Portsmouth-Dover-Rochester, N.H.	35.7	319
			Jackson, Tenn.	78.8	211	Findlay, Ohio	25.2	320
			Chicago, Cal.					
			St. Joseph, Mo.					

Newspaper Market Profiles

S&MM ESTIMATES



STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

ALABAMA

ANNISTON (Calhoun) ... Over 50%: Calhoun; 20 - 49%: Clay, Cleburne, Randolph.

Total Pop. (Thous.)	Households (Thous.)	Total Eff. (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchandise (\$000)	Furnish./Furnish./Appl. (\$000)	Auto-Motive (\$000)	Drug (\$000)	% Household Cov.
172.4	62.5	1,468,270	656,219	135,949	82,348	30,670	160,652	31,574	49.2

BIRMINGHAM (Jefferson) ... Over 50%: Jefferson; 20 - 49%: Blount, St. Clair, Shelby, Walker.

934.9	357.2	9,633,194	5,266,623	1,017,367	611,920	245,046	1,427,829	243,520	52.8
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DECATUR (Morgan) ... Over 50%: Morgan; 20 - 49%: Lawrence.

134.4	48.9	1,218,175	564,842	132,618	88,878	35,063	173,464	27,035	47.5
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FLORENCE (Lauderdale) ... Over 50%: Colbert; 20 - 49%: Franklin, Lauderdale.

169.2	64.7	1,565,695	922,372	154,864	138,472	43,995	258,789	27,774	45.2
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GADSDEN (Etowah) ... Over 50%: Etowah; 20 - 49%: Cherokee.

124.2	47.0	1,063,271	531,644	112,734	67,271	29,377	117,761	20,746	55.8
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HUNTSVILLE (Madison) ... Over 50%: Madison.

242.0	92.0	3,198,825	1,512,973	247,936	183,405	115,655	428,664	46,142	63.3
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MOBILE (Mobile) ... Over 50%: Mobile; 20 - 49%: Baldwin, Clarke, Washington.

532.6	196.6	5,273,018	3,241,893	653,123	393,802	195,227	800,478	176,844	47.6
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MONTGOMERY (Montgomery) ... 20 - 49%: Autauga, Bullock, Butler, Elmore, Montgomery.

338.1	122.7	3,324,988	1,967,731	342,014	255,518	64,895	564,388	89,716	38.9
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TUSCALOOSA (Tuscaloosa) ... Over 50%: Tuscaloosa; 20 - 49%: Greene, Hale, Pickens.

194.6	70.7	1,615,677	966,514	221,626	119,072	33,931	231,476	40,466	45.5
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ALASKA

ANCHORAGE (Anchorage) ... Over 50%: Anchorage, Matanuska-Susitna, North Slope; 20 - 49%: Kenai Peninsula, Valdez - Cordova.

322.3	116.5	4,712,279	2,641,492	619,671	402,156	79,307	416,976	85,100	73.2
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ARIZONA

PHOENIX (Maricopa) ... Over 50%: Maricopa; 20 - 49%: Coconino, Gila, Greenlee, La Paz, Pinal.

2,326.3	901.8	28,692,068	16,865,733	3,797,887	1,785,876	918,544	4,069,386	616,456	50.9
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TUCSON (Pima) ... 20 - 49%: Pima, Santa Cruz.

677.0	267.6	7,208,366	4,471,355	960,428	612,506	229,190	955,019	188,675	47.7
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ARKANSAS

FORT SMITH (Sebastian) ... Over 50%: Sebastian; 20 - 49%: Crawford, Franklin, Logan; OKLA.: Le Flore, Sequoyah.

268.6	99.3	2,342,201	1,188,667	265,775	175,876	47,578	338,331	33,121	41.0
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JONESBORO (Craighead) ... Over 50%: Craighead; 20 - 49%: Lawrence, Polk.

110.7	40.6	939,298	647,680	130,009	107,676	22,872	122,901	27,575	51.0
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LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) ... Over 50%: Pulaski; 20 - 49%: Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Independence, Izard, Jackson, Jefferson, Lincoln, Lonoke, Monroe, Nevada, Ouachita, Perry, Pike, Pope, Prairie, Saline, Van Buren, White, Woodruff.

1,165.5	429.6	11,415,107	6,713,014	1,323,668	1,015,981	268,911	1,557,329	173,462	44.3
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TEXARKANA (TEX.: Bowie; ARK.: Miller) ... Over 50%: TEX.: Bowie; 20 - 49%: ARK.: Little River, Miller; TEX.: Cass.

168.5	61.4	1,336,740	939,714	223,365	139,001	40,859	203,594	30,113	44.9
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CALIFORNIA

ANAHEIM-SANTA ANA (Orange) ... 20 - 49%: Orange.

2,273.7	808.3	38,034,417	17,860,967	3,467,139	1,904,945	758,020	4,132,216	588,609	37.1
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BAKERSFIELD (Kern) ... 20 - 49%: Kern.

519.4	183.4	6,386,846	3,052,181	773,017	246,982	147,915	846,385	119,118	43.8
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CHICO (Butte) ... 20 - 49%: Butte, Glenn.

199.7	79.4	2,171,776	1,193,030	324,813	107,237	57,193	194,639	74,640	33.8
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FRESNO (Fresno) ... Over 50%: Fresno; 20 - 49%: Kings, Madera.

787.1	274.2	9,457,857	4,212,526	942,696	429,428	233,676	875,013	264,359	47.0
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LOS ANGELES-LONG BEACH (Los Angeles) ... 20 - 49%: Los Angeles, Orange, Ventura.

11,623.5	4,183.6	177,482,129	81,916,422	14,964,120	8,358,349	5,914,724	17,709,969	3,189,404	41.3
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MODESTO (Stanislaus) ... Over 50%: Stanislaus.

342.1	120.3	3,948,273	2,020,713	472,294	245,589	139,455	529,673	129,400	53.0
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OAKLAND (Alameda, Contra Costa) ... Over 50%: Contra Costa; 20 - 49%: Alameda.

2,009.1	778.1	34,406,510	14,696,893	2,924,179	1,619,923	948,264	2,543,925	662,512	43.8
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OXNARD-VENTURA (Ventura) ... 20 - 49%: Ventura.

643.1	213.3	9,925,490	3,864,453	886,053	467,070	199,309	914,264	167,483	23.1
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NEWSPAPER MARKET PROFILES

CAL. (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

POPULATION 12/31/88		EFFECTIVE BUYING INCOME		RETAIL SALES BY STORE GROUP						
Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Furnish./ Appl. (\$000)	Auto- Motives (\$000)	Drug (\$000)	% House- hold Car.	
134.4	58.2	1,676,971	960,211	225,132	86,669	36,452	157,347	58,315	60.4	
2,287.7	816.1	29,506,910	12,807,017	3,023,331	1,460,510	700,102	2,558,793	489,738	39.7	
1,440.3	559.7	20,843,354	9,784,885	2,002,868	1,047,007	687,739	1,996,944	501,689	53.7	
352.0	115.3	4,451,038	2,061,705	364,058	216,539	132,037	392,873	95,494	28.9	
2,382.0	867.4	36,146,308	16,135,201	3,150,221	1,702,102	1,093,031	3,599,715	602,956	52.4	
3,982.8	1,599.5	71,451,931	32,892,917	6,225,623	3,480,313	2,157,674	5,745,673	1,396,230	38.6	
1,437.4	508.9	26,185,653	11,385,889	2,004,361	1,456,210	947,352	2,205,947	513,139	50.7	
207.9	78.4	2,605,164	1,165,148	289,615	55,468	92,929	187,272	62,008	36.9	
347.0	130.9	5,269,900	3,098,483	627,830	245,784	178,649	491,487	144,556	37.4	
234.4	87.5	3,514,362	1,394,451	314,901	95,340	80,396	249,558	67,236	30.6	
445.9	176.1	6,713,428	2,891,247	678,317	260,734	168,636	460,632	184,959	43.2	
467.2	160.0	5,387,725	2,537,682	550,022	261,869	161,156	548,664	146,582	31.2	
312.8	108.2	3,850,739	1,779,317	383,298	161,767	93,300	393,505	112,503	23.2	
221.4	86.4	2,722,102	1,729,250	372,211	169,155	79,603	383,571	36,851	35.3	
413.0	154.5	4,546,517	2,617,507	464,128	336,833	147,644	600,339	49,623	66.6	

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NEWSPAPER MARKET PROFILES

COLO. (cont.)

SALES ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)



POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

STATE	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Con.
DENVER (Denver) . . . Over 50%: Adams, Arapahoe, Denver, Douglas, Jefferson; 20 - 49%: Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, La Plata, Larimer, Lincoln, Logan, Morgan, Otero, Phillips, Pitkin, Routt, Sedgwick, Summit, Washington, Yuma.	2,338.7	925.8	30,025,883	16,320,273	3,404,905	1,958,279	849,621	3,344,716	350,445	57.2
GRAND JUNCTION (Mesa) . . . Over 50%: Mesa; 20 - 49%: Delta, Rio Blanco.	118.3	44.5	1,220,327	611,305	131,984	78,495	26,587	120,584	17,079	56.3
PUEBLO (Pueblo) . . . Over 50%: Pueblo; 20 - 49%: Alamosa, Bata, Bent, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	263.7	99.8	2,216,215	1,232,685	317,007	167,549	51,015	250,302	41,920	48.8
CONNECTICUT BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . 20 - 49%: Fairfield.	830.9	300.0	16,822,724	8,315,406	1,441,925	963,282	463,143	1,829,622	177,343	43.6
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . Over 50%: Hartford, Tolland; 20 - 49%: Middlesex.	1,117.4	416.9	17,914,122	9,342,838	1,706,471	993,297	490,975	2,132,924	290,092	68.0
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . Over 50%: New Haven; 20 - 49%: Litchfield.	963.3	339.0	15,149,847	7,253,699	1,443,376	786,559	369,126	1,601,801	186,346	52.2
NEW LONDON-NORWICH (New London) . . . Over 50%: New London; 20 - 49%: Windham.	285.0	127.9	4,882,306	2,551,042	483,442	180,312	128,056	687,071	63,279	55.1
DELAWARE WILMINGTON (New Castle) . . . Over 50%: New Castle; 20 - 49%: Sussex, MD, Cecil.	614.3	222.8	7,947,837	4,665,597	853,311	599,196	269,716	1,028,992	144,983	48.5
DISTRICT OF COLUMBIA WASHINGTON (District of Columbia, MD, Frederick, Montgomery, Prince George's, VA, Fairfax) . . . Over 50%: D.C., District of Columbia; MD: Frederick, Montgomery, Prince George's, VA: Arlington, Fairfax; 20 - 49%: MD: Calvert, Charles, Howard, St. Mary's, VA: Loudoun, Prince William.	3,411.3	1,468.4	70,393,289	32,341,635	5,780,301	3,631,326	2,224,100	7,552,111	1,297,909	66.8
FLORIDA BRADENTON (Manatee) . . . 20 - 49%: Manatee.	187.5	81.3	2,389,164	1,541,405	330,918	160,849	80,985	438,188	60,401	46.3
DAYTONA BEACH (Volusia) . . . Over 50%: Flagler, Volusia.	366.9	156.9	4,408,870	2,510,392	590,718	282,913	157,549	564,446	107,577	52.7
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . 20 - 49%: Broward.	1,214.3	526.3	18,729,983	11,186,679	1,905,696	1,039,742	875,665	3,253,885	437,038	34.8
FORT MYERS-CAPE CORAL (Lee) . . . Over 50%: Lee.	367.3	131.8	4,158,704	2,330,074	511,542	248,257	196,796	599,548	87,736	50.2
FORT PIERCE (Manatee) . . . Over 50%: Manatee.	93.7	39.6	1,186,864	675,239	144,441	64,892	30,471	170,998	22,008	51.2
FORT WALTON BEACH (Okaloosa) . . . Over 50%: Okaloosa; 20 - 49%: Walton.	182.2	67.5	1,972,628	1,232,580	239,479	168,919	76,753	296,055	35,181	46.2
GAINESVILLE (Alachua) . . . Over 50%: Alachua; 20 - 49%: Bradford, Dade, Ochsleht, Levy, Union.	262.9	97.4	2,601,402	1,608,957	404,348	171,977	48,101	357,303	41,934	50.2
JACKSONVILLE (Duval) . . . Over 50%: Duval; 20 - 49%: Baker, Clay, Nassau, St. Johns, GA: Camden.	999.1	361.4	11,419,942	6,133,704	1,144,385	674,381	270,037	1,649,023	251,387	48.6
LAKELAND-WINTER HAVEN (Polk) . . . 20 - 49%: Polk.	401.6	151.1	4,159,465	2,446,337	602,464	283,792	88,712	682,234	78,496	46.9
LEESBURG (Lake) . . . 20 - 49%: Lake, Sumter.	176.7	73.4	1,842,446	1,121,218	260,842	102,437	54,724	288,802	42,071	36.1
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . 20 - 49%: Brevard.	389.1	157.4	4,575,045	2,551,869	500,210	260,711	99,143	702,425	142,318	43.2
MIAMI-DADE (Dade) . . . 20 - 49%: Dade, Monroe.	1,927.1	745.1	23,908,561	16,764,784	2,833,547	1,725,874	868,356	4,392,213	603,197	42.6
NAPLES (Collier) . . . Over 50%: Collier.	153.1	60.3	1,752,024	1,317,285	299,394	96,732	124,138	288,175	40,834	55.6
OCALA (Marion) . . . Over 50%: Marion.	189.7	75.0	1,781,388	1,409,515	308,972	164,155	83,461	304,398	52,874	51.7

NEWSPAPER MARKET PROFILES

FLA. (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

S&MM ESTIMATES	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merch- andise (\$000)	Furni- ture/H. Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
S&MM NEWSPAPER MARKET (Home County)										
Dominant Counties (50% or more penetration)										
Effective Counties (20%-49% penetration)										
ORLANDO (Orange) . . . 20 - 49%: Lake, Orange, Osceola, Semi- nola.	1,135.3	440.7	14,046,974	9,079,799	1,793,739	911,410	403,069	2,614,408	251,707	46.1
PANAMA CITY (Bay) . . . Over 50%: Bay; 20 - 49%: Gulf.	144.6	55.1	1,296,826	976,616	157,971	124,415	45,326	270,842	35,143	55.6
PENSACOLA (Escambia) . . . 20 - 49%: Escambia, Santa Rosa.	355.1	131.0	3,933,961	2,119,217	420,070	330,856	99,241	570,244	64,981	40.2
SARASOTA (Sarasota) . . . Over 50%: Sarasota; 20 - 49%: Charlotte, Manatee.	542.8	243.0	7,111,971	4,540,162	949,306	451,790	342,995	1,167,371	181,609	44.5
TALLAHASSEE (Leon) . . . Over 50%: Leon; 20 - 49%: Frank- lin, Gadsden, Jefferson, Liberty, Wakulla.	269.7	100.2	2,876,670	1,615,863	348,745	262,021	110,119	279,636	44,301	49.1
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) Over 50%: Hernando, Hillsborough, Pasco, Pinellas; 20 - 49%: Citrus, Hardee, Highlands.	2,212.5	939.8	27,340,531	15,486,951	3,551,054	1,761,308	990,648	3,767,319	561,151	57.9
VERO BEACH (Indian River) . . . Over 50%: Indian River.	87.2	36.4	1,127,355	601,755	143,514	53,934	42,240	116,631	33,689	62.2
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . 20 - 49%: Martin, Okeechobee, Palm Beach.	958.7	411.7	15,114,728	8,245,554	1,660,968	849,412	656,586	2,033,710	318,217	35.9
GEORGIA										
ALBANY (Dougherty) . . . Over 50%: Calhoun, Dougherty; 20 - 49%: Clay, Miller, Mitchell, Randolph, Terrell, Worth.	181.9	61.5	1,557,065	1,062,203	227,405	138,089	59,303	264,772	32,151	48.8
ATLANTA/ATLANTA (Gwinnett, Fulton) . . . Over 50%: Cobb, Gwinnett; 20 - 49%: Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Fulton, Henry, Newton, Rabun, Rockdale, Towns.	2,586.5	971.7	36,102,402	21,469,566	3,662,584	2,691,423	1,159,392	5,301,775	769,177	44.8

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Source: S&MM's Survey of Buying Power 1987

NEWSPAPER MARKET PROFILES

GA. (cont.)



S&MM ESTIMATES

POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

STATE

S&MM NEWSPAPER MARKET (Home County)

Dominant Counties (50% or more penetration)

Effective Counties (20%-49% penetration)

	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
AUGUSTA (Richmond) ... Over 50%: Richmond; 20 - 49%: Burke, Columbia, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	489.1	172.8	4,900,210	2,574,789	558,874	315,747	152,611	620,197	115,981	44.2
COLUMBUS (Muscogee) ... Over 50%: Chattahoochee; 20 - 49%: ALA.: Russell; GA.: Harris, Marion, Muscogee, Quitman, Stewart, Talbot.	294.7	103.3	2,791,666	1,490,209	268,699	170,745	105,370	437,744	55,644	45.0
MACON-WARNER ROBINS (Bibb) ... Over 50%: Bibb; 20 - 49%: Baldwin, Bleckley, Crawford, Dodge, Houston, Jones, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	423.9	148.2	4,472,781	2,495,902	550,339	314,841	128,553	663,375	102,264	41.6
SAVANNAH (Chatham) ... Over 50%: Chatham; 20 - 49%: Bryan, Candler, Effingham, Evans, Tatnall, Wayne.	319.6	115.1	3,301,899	2,077,427	399,705	229,154	126,427	508,927	89,231	51.1
HAWAII HONOLULU (Honolulu) ... Over 50%: Honolulu; 20 - 49%: Kauai, Maui.	957.4	314.5	13,109,532	7,008,542	1,209,427	811,287	224,003	978,369	482,359	58.9
IDAHO BOISE (Ada) ... Over 50%: Ada; 20 - 49%: Adams, Boise, Elmore, Gem, Valley, Washington.	261.8	97.5	2,853,427	1,422,727	323,571	143,246	68,270	328,256	36,645	46.4
ILLINOIS AURORA-ELGIN (Kane) ... Over 50%: Kane; 20 - 49%: Kendall.	359.3	128.0	4,838,938	2,099,772	425,775	246,839	91,128	395,118	99,124	49.4

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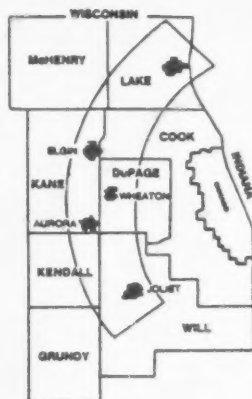
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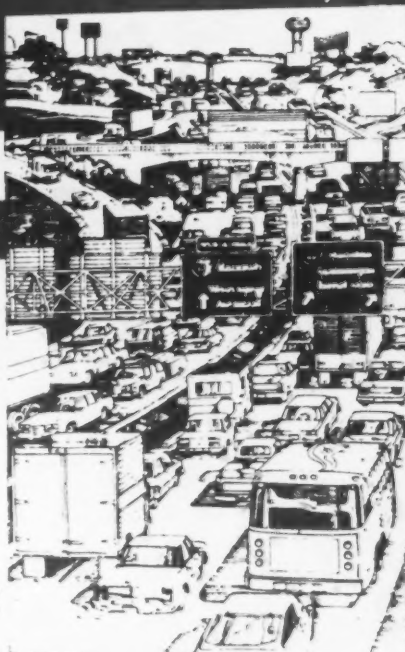
- 240,000 BETWEEN 35 AND 54 YEARS OLD
- 270,000 IN WHITE COLLAR OCCUPATIONS
- 380,000 IN HOUSEHOLDS OVER \$25,000

Source: 1986 PMA Audience Report Based on Simmons-Scarborough National Newspaper Audience Ratings Study



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A MARKET APART

SALES ESTIMATES

**POPULATION
12/31/88**
**EFFECTIVE
BUYING
INCOME**
RETAIL SALES BY STORE GROUP
STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

	Total Pop. (Thous.)	House- holds (Thous.)	Total EMI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
BLOOMINGTON-NORMAL (McLean) ... Over 50%: McLean; 20 - 49%: De Witt, Ford, Livingston, Logan, Woodford.	364.3	96.1	3,190,400	1,337,933	287,199	169,976	77,070	400,170	46,662	49.2
CARBONDALE (Jackson) ... 20 - 49%: Franklin, Jackson, Johnson, Perry, Union, Williamson.	217.4	66.3	2,045,989	1,271,134	235,434	130,654	57,531	316,445	36,974	27.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) ... Over 50%: Champaign; 20 - 49%: Douglas, Ford, Peab.	234.3	82.8	2,340,673	1,449,046	263,032	185,017	76,210	302,601	48,397	49.3
CHICAGO (Cook, McHenry) ... Over 50%: Cook, McHenry; 20 - 49%: Du Page, Kane, Lake, Will.	7,372.6	2,700.0	103,871,697	50,224,396	8,714,812	8,674,734	3,154,398	10,328,590	2,355,191	51.2
DAVENPORT-ROCK ISLAND-MOLINE (IA: Scott IL: Rock Island) ... Over 50%: IL: Rock Island; IA: Scott; 20 - 49%: IL: Henry; IA: Clinton.	423.5	142.0	3,261,468	2,831,232	546,813	992,604	131,164	689,443	105,139	47.9
DECATUR (Macon) ... Over 50%: Macon; 20 - 49%: Moultrie, Paul, Shelby.	180.6	66.3	3,173,438	1,072,843	223,964	136,423	88,136	245,741	39,561	47.5
JOLET (WV) ... 20 - 49%: Grundy, WV.	386.9	128.9	4,840,891	1,905,580	372,133	188,969	57,996	462,045	97,226	36.1
KANSAS (Kansas) ... Over 50%: Kansas; 20 - 49%: Argos.	133.4	49.1	1,409,362	708,367	157,149	77,996	37,674	175,364	26,736	56.3
LAKE COUNTY (Lake) ... 20 - 49%: Lake.	498.3	167.0	7,992,019	3,760,744	564,017	288,936	317,010	1,318,814	140,024	21.6
FLORIDA (Parrish) ... Over 50%: Parrish; 20 - 49%: Fulton, Marshall, Nassau, Santa, Taylor, Woodland.	426.7	161.9	3,489,319	2,364,391	311,269	302,772	139,522	649,932	81,177	52.3
QUINCY (Adams) ... Over 50%: Adams; 20 - 49%: Brown, Pike, MO: (none).	181.6	39.7	957,880	674,732	142,935	114,329	28,139	181,872	16,677	54.4
ROCKFORD (Winnebago) ... Over 50%: Winnebago; 20 - 49%: Boone, Ogle.	330.2	134.9	4,183,920	2,137,153	437,576	257,943	123,589	489,827	36,147	49.9
ST. LOUIS (MO: St. Louis, IL: Madison, St. Clair) ... Over 50%: IL: Madison, St. Clair; 20 - 49%: IL: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, MO: Gasconade, Jefferson, St. Charles, St. Louis.	2,487.4	819.3	32,328,817	16,914,396	3,114,464	2,432,414	397,917	4,024,713	450,984	43.6
SPRINGFIELD (Sangamon) ... Over 50%: Howard, Sangamon; 20 - 49%: Cass.	309.1	113.2	2,467,434	1,457,338	287,636	285,743	93,242	291,552	72,530	63.9
INDIANA										
ANDERSON (Madison) ... Over 50%: Madison.	131.2	49.2	1,399,456	841,633	193,418	96,955	37,525	215,547	33,124	64.4
BLOOMINGTON (Monroe) ... Over 50%: Monroe; 20 - 49%: Owen.	120.7	44.4	1,268,531	656,700	120,767	80,460	32,539	190,937	18,322	53.2
ELKHART-GOSHEN (Elkhart) ... 20 - 49%: Elkhart.	150.3	55.0	1,632,503	1,114,333	228,081	86,180	26,438	451,231	30,143	46.0
EVANSVILLE (Vanderburgh) ... Over 50%: Posey, Vanderburgh, Warrick; 20 - 49%: IL: Gallatin, Wabash, White, IND: Gibson, Perry, Pike, Spencer, KY: Union.	384.2	146.2	4,203,034	2,418,897	506,347	293,032	129,104	565,086	69,866	59.8
FORT WAYNE (Allen) ... Over 50%: Allen; 20 - 49%: Adams, De Kalb, Noble, Steuben, Wells, Whitley.	489.8	178.1	5,441,310	3,020,828	577,995	343,603	182,972	701,646	107,551	59.8
GAFF-HAMMOND (Lake) ... Over 50%: Lake; 20 - 49%: Porter.	624.3	217.8	6,516,946	4,007,967	798,903	446,305	200,809	863,762	187,876	56.9
INDIANAPOLIS (Marion) ... Over 50%: Hamilton, Hendricks, Marion; 20 - 49%: Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,292.5	482.8	15,575,141	9,255,835	1,485,315	1,039,778	481,498	2,531,291	363,188	59.8
MONROE (Howard) ... Over 50%: Howard; 20 - 49%: Tipton.	102.0	38.5	1,236,706	792,776	149,107	92,337	28,579	210,519	32,041	63.2
LAFAYETTE-WEST LAFAYETTE (Tipton) ... Over 50%: Benton, Tipton; 20 - 49%: Cass, 2, White.	176.5	63.9	1,911,358	1,024,668	174,452	116,260	39,034	284,682	34,907	46.6
RAUCHE (Delaware) ... Over 50%: Delaware; 20 - 49%: Blackford, Jay, Randolph.	186.9	68.3	1,806,925	1,179,523	243,611	112,371	72,720	260,977	53,049	63.3

NEWSPAPER MARKET PROFILES

IND. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)

Dominant Counties (50% or more penetration)

Effective Counties (20%-49% penetration)



POPULATION
12/31/88



EFFECTIVE
BUYING
INCOME



RETAIL SALES BY STORE GROUP

	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Furnish./ Appl. (\$000)	Auto- Motors (\$000)	Drug (\$000)	% House- hold Cov.
SOUTH BEND-MISHAWAKA (St. Joseph) . . . Over 50%: St. Joseph; 20 - 49%: Marshall, Starke, MICH.; Cass.	358.2	132.5	3,990,026	2,174,048	385,396	248,969	157,297	558,818	89,688	52.8
TERRE HAUTE (Vigo) . . . Over 50%: Vigo; 20 - 49%: ILL.; Clark, IND.; Clay, Porter, Sullivan, Vermillion.	203.9	77.3	2,089,864	1,343,861	242,265	139,956	46,340	308,385	34,693	43.5
IOWA										
CEDAR RAPIDS (Linn) . . . Over 50%: Linn; 20 - 49%: Benton, Cedar, Delaware, Iowa, Jones.	264.5	103.0	3,037,928	1,529,324	323,247	238,200	68,589	323,105	47,356	55.5
DAVENPORT-ROCK ISLAND-MOLINE (Scott, ILL.; Rock Island) . . . Over 50%: ILL.; Rock Island; IA.; Scott; 20 - 49%: ILL.; Henry; IA.; Clinton.	422.5	162.0	5,261,688	2,831,232	548,813	392,604	131,164	689,443	105,139	47.9
DES MOINES (Polk) . . . Over 50%: Polk; 20 - 49%: Adair, Audubon, Boone, Buena Vista, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Greene, Guthrie, Hamilton, Hardin, Henry, Jasper, Keosau, Lucas, Madison, Marion, Marshall, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Warren, Wayne, Winnebago, Wright.	928.3	367.0	10,428,806	5,971,037	1,358,101	668,183	279,420	1,423,172	154,935	38.3
DUBUQUE (Dubuque) . . . Over 50%: Dubuque; 20 - 49%: ILL.; Jo Daviess, WIS.; Grant.	166.5	58.4	1,682,813	911,244	196,821	119,724	48,280	197,768	29,040	50.1
SIOUX CITY (Woodbury) . . . Over 50%: Woodbury; NEB.; Dakota; 20 - 49%: IA.; Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux, NEB.; Dixon, Thurston; S.D.; Union.	246.0	93.7	2,204,849	1,488,709	308,247	151,442	54,988	359,450	41,426	49.1
WATERLOO-CEDAR FALLS (Black Hawk) . . . Over 50%: Black Hawk; 20 - 49%: Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	225.1	84.3	2,560,726	1,171,286	242,839	141,305	53,849	398,813	41,343	51.3
KANSAS										
HUTCHINSON (Bancroft) . . . Over 50%: Bancroft; 20 - 49%: Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Linn, McPherson, Meade, Ness, Pawnee, Pratt, Reno, Rush, Scott, Stafford, Stevens, Wichita.	188.4	73.6	1,988,467	963,714	225,916	64,707	40,642	282,965	26,293	43.4
KANSAS CITY (MO.; Jackson) . . . Over 50%: KAN.; Johnson, Wyandotte; MO.; Cass, Clay, Jackson, Platte; 20 - 49%: KAN.; Douglas, Leavenworth, Miami; MO.; Carroll, Clinton, Lafayette, Ray.	1,671.4	636.3	22,188,213	11,914,772	2,137,448	1,689,074	479,313	2,908,232	332,407	70.2

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S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)



POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

	Total Pop. (Thous.)	House- hold (Thous.)	Total EBI (\$Bil.)	Total Retail Sales (\$Bil.)	Food (\$Bil.)	General Merchan- dise (\$Bil.)	Foodst./ Furnish./ Appl. (\$Bil.)	Auto- Mobile (\$Bil.)	Drug (\$Bil.)	% House- hold Car.
SALINA (Saline) . . . Over 50%: Ottawa, Saline; 20 - 49%: Cloud, Dickinson, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Republic, Smith.	129.7	52.3	1,309,653	785,249	162,829	70,792	35,264	199,276	21,601	43.3
TOPEKA (Shawnee) . . . Over 50%: Shawnee; 20 - 49%: Coffey, Jackson, Jefferson, Marshall, Miami, Osage, Pottawatomie, Wabaunsee, Washington.	272.6	105.7	2,371,084	1,477,897	332,556	186,288	56,970	327,422	53,977	53.7
WICHITA (Sedgewick) . . . Over 50%: Sedgewick; 20 - 49%: Barber, Butler, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	354.8	215.2	7,342,748	3,344,265	650,214	475,077	149,194	791,290	88,691	46.7
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . Over 50%: Fayette, Woodford; 20 - 49%: Anderson, Bourbon, Clark, Franklin, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Rowan, Scott.	555.4	287.7	5,943,206	3,858,646	674,940	486,541	192,239	855,308	163,348	42.6
LOUISVILLE (Jefferson) . . . Over 50%: Jefferson; 20 - 49%: IND.: Clark, Crawford, Floyd, Harrison, KY.: Bullitt, Henry, Nelson, Oldham, Shelby, Washington.	1,032.2	384.8	11,520,822	7,343,216	1,385,525	952,742	425,893	1,670,830	365,282	47.6
OWENSBORO (Davies) . . . Over 50%: Davies; 20 - 49%: Hancock, McLean, Muhlenberg, Ohio.	159.4	58.9	1,534,745	1,057,405	225,586	142,544	45,283	234,663	58,307	53.2
PADUCAH (McCracken) . . . Over 50%: McCracken; 20 - 49%: IL.: Massac; KY.: Belland, Carlisle, Hickman, Livingston, Lyon, Marshall.	136.9	54.3	1,384,612	837,968	172,706	82,930	43,940	188,622	39,105	47.6
LOUISIANA										
ALEXANDRIA (Rapides) . . . Over 50%: Rapides; 20 - 49%: Avoyelles, Grant, La Salle.	217.2	76.6	1,658,796	984,257	261,057	133,429	41,090	214,763	41,648	42.3
BATON ROUGE (East Baton Rouge) . . . 20 - 49%: Acadiane, East Baton Rouge, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	614.8	289.9	5,874,551	2,692,911	431,082	497,574	201,866	746,625	123,861	42.8
LAFAYETTE (Lafayette) . . . 20 - 49%: Lafayette.	167.8	60.3	1,788,685	1,576,407	310,471	213,621	76,333	327,337	39,656	38.5
LAKE CHARLES (Calcasieu) . . . 20 - 49%: Beauregard, Calcasieu, Cameron.	216.0	73.9	2,011,317	1,265,935	365,679	130,061	60,223	231,796	53,798	44.5
MONROE (Ouachita) . . . 20 - 49%: Ouachita, Richland, Union.	190.7	67.5	1,484,688	1,023,616	244,181	113,505	52,349	232,248	42,250	40.6
NEW ORLEANS (Orleans) . . . Over 50%: Jefferson, Orleans, Plaquemine, St. Bernard, St. Charles; 20 - 49%: St. James, St. John the Baptist, St. Tammany.	1,372.9	504.8	13,506,836	9,156,816	2,337,722	1,006,373	504,878	1,998,064	434,030	50.0

Here's your chance to be seen in all the right places



The Lexington Herald-Leader ensures that your advertising blankets the affluent Bluegrass region of central Kentucky. Use the Herald-Leader's combination of upscale demographics, wide circulation, maximum penetration and both weekday and weekend TMC options to deliver your advertising to all the right places.

LEXINGTON	1988
Population	344,100
EBI	\$3.9 billion
EBI/HH	\$30,100
Retail Sales	\$2.7 billion
RS/HH	\$20.680

Source: 1989 S&MM Survey of Buying Power

NEWSPAPER MARKET PROFILES

LA. (cont.)

SALES ESTIMATES

STATE

SAMM NEWSPAPER MARKET (Harris County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

SHREVEPORT (Caddo) ... Over 50%: Bossier, Caddo, 20 - 49%: Nueces, Calcasieu, De Soto, Red River, Webster.	482.8	178.0	4,467,468	2,712,037	675,456	337,330	131,532	579,787	91,470	47.5										
MAINE																				
BANGOR (Penobscot) ... Over 50%: Hancock, Penobscot, Piscataquis, Washington, 20 - 49%: Arctostock, Knox, Waldo.	392.2	143.5	4,611,253	2,600,043	552,468	252,882	82,237	629,293	73,665	53.4										
LEWISTON-ALBURN (Androscoggin) ... Over 50%: Androscoggin, 20 - 49%: Franklin, Oxford.	183.0	69.2	2,041,785	1,194,114	271,510	97,454	34,429	312,564	31,199	63.0										
PORTLAND (Cumberland) ... Over 50%: Cumberland, 20 - 49%: Lincoln, York.	431.3	167.1	5,722,786	4,104,073	758,911	307,851	111,256	839,042	102,146	48.5										
WATERVILLE (Kennebec) ... Over 50%: Somerset, 20 - 49%: Kennebec.	163.6	60.8	1,780,920	1,225,828	245,677	110,022	41,260	330,544	30,538	37.1										
MARYLAND																				
BALTIMORE (Baltimore, Anne Arundel) ... Over 50%: Anne Arundel, Baltimore, 20 - 49%: Carroll, Harford, Howard, Queen Anne's, Worcester.	2,405.2	881.5	31,578,293	16,345,636	3,020,503	1,703,495	873,526	3,596,722	604,557	48.8										
CUMBERLAND (Allegany) ... Over 50%: Allegany, 20 - 49%: Garrett, W.VA.: Mineral.	121.2	48.9	1,283,488	744,897	136,526	117,614	36,560	153,563	29,393	83.7										
HAGERSTOWN (Washington) ... Over 50%: Washington.	115.8	42.1	1,222,827	799,547	126,562	76,950	40,367	139,351	34,182	73.9										
WASHINGTON (D.C.: District of Columbia, MD.: Frederick, Montgomery, Prince George's, VA.: Fairfax) ... Over 50%: D.C.: District of Columbia, MD.: Frederick, Montgomery, Prince George's, VA.: Arlington, Fairfax, 20 - 49%: MD.: Calvert, Charles, Howard, St. Mary's, VA.: Loudoun, Prince William.											3,911.5	1,466.4	70,393,289	32,341,635	5,780,301	2,631,226	2,324,189	7,552,111	1,287,609	66.8
MASSACHUSETTS																				
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) ... Over 50%: Essex, Middlesex, Norfolk, Plymouth, Suffolk, 20 - 49%: Barnstable, Dukes, Nantucket, N.H.: Seabrook.	4,166.6	1,579.3	69,270,098	36,927,626	5,582,928	2,453,446	1,909,046	8,167,479	1,179,703	67.1										
HYANNIS (Barnstable) ... Over 50%: Barnstable.	184.4	76.9	2,765,041	1,965,868	363,082	151,152	85,195	374,260	55,186	54.8										

Boston's more than a honk, a screech and the Globe.



Boston. It's more than notorious drivers and a single newspaper.

Complete your buy of the Boston metro market with The Patriot Ledger.

Our 31-town circulation area, immediately south of Boston, is rich in the high-income, well-educated professional prospects you expect to reach when you buy Boston.

The Patriot Ledger is Massachusetts' leading evening daily newspaper with

87,123 circulation, Monday-Friday and 96,997, Saturday morning.

And we're leaders in advertising, too - our classified lineage is first among New England dailies and our retail lineage is first among Mass. dailies. For the past four years, we have run more Monday-Saturday retail and classified lineage than The Boston Globe. (We don't publish on Sunday.)

Drive home results in Boston.

Call us, or Landon Associates
at (617) 337-8562

(617) 786-7180
Retail

(617) 786-7100
Classified

(617) 786-7092
automatic telecopier

Source: ABC Publisher's Statement, 3-31-88
New England Newspaper Audit, Lineage Report, 1985 to date



NEWSPAPER MARKET PROFILES

MASS. (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

NEW BEDFORD-FALL RIVER-ATTLESBORO (Bristol) . . . 20 - 49%:										
Bristol	500.3	185.0	6,132,913	4,090,153	1,079,467	313,271	188,490	918,198	97,228	39.0
PITTSFIELD (Berkshire) . . . Over 50%: Berkshire.	142.6	55.4	1,886,304	1,208,486	278,788	101,521	41,623	246,876	38,928	56.3
SPRINGFIELD (Hampden) . . . Over 50%: Hampden; 20 - 49%:										
Hampshire	590.9	218.7	7,634,924	4,467,247	932,788	494,030	221,805	923,896	148,821	46.4
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . Over										
50%: Worcester	677.6	250.2	9,632,068	4,451,040	824,126	460,178	195,415	975,865	172,082	51.1
MICHIGAN										
ANN ARBOR (Washtenaw) . . . 20 - 49%: Washtenaw.	273.8	101.3	3,534,175	2,043,421	305,634	300,467	140,996	483,797	57,036	43.4
BATTLE CREEK (Calhoun) . . . 20 - 49%: Calhoun.	139.5	53.2	1,747,790	836,445	163,523	137,888	30,123	187,922	34,816	48.4
BENTON HARBOR (Berrien) . . . 20 - 49%: Berrien.	167.9	63.0	1,785,076	914,541	163,512	140,477	25,448	196,516	27,355	45.0
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . Over										
50%: Macomb, Monroe, Oakland, St. Clair, Wayne; 20 - 49%:										
Alcona, Antrim, Cheboygan, Chippewa, Clare, Crawford, Emmet,										
Ingham, Isco, Isabella, Lapeer, Livingston, Luce, Mackinac, Mecosta,										
Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, School-										
craft, Washtenaw.	5,370.3	1,980.0	67,383,786	37,028,565	6,824,866	4,246,801	2,179,968	9,083,397	1,594,261	69.4
FLINT (Genesee) . . . Over 50%: Genesee.	440.4	161.7	4,709,579	3,222,975	488,719	611,756	140,247	793,022	123,955	59.4
GRAND RAPIDS (Kent) . . . Over 50%: Kent; 20 - 49%: Ottawa.	665.7	242.7	8,340,942	4,700,921	705,392	660,865	336,826	1,187,666	101,596	50.6
JACKSON (Jackson) . . . Over 50%: Jackson.	150.0	52.8	1,644,116	805,048	126,837	164,355	39,389	142,738	31,801	63.8
KALAMAZOO (Kalamazoo) . . . Over 50%: Kalamazoo; 20 - 49%:										
Van Buren.	293.1	109.5	3,596,300	1,918,137	288,542	203,896	140,094	445,964	50,896	47.7
LANSING-EAST LANSING (Ingham) . . . 20 - 49%: Clinton, Eaton,										
Ingham.	437.7	157.4	5,139,001	3,010,323	580,384	438,737	184,033	745,209	57,549	40.0
MUSKEGON (Muskegon) . . . Over 50%: Muskegon; 20 - 49%:										
Oceana.	183.5	66.7	1,928,639	907,512	189,121	159,937	43,748	185,443	29,478	61.0
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . Over 50%:										
Bay, Saginaw; 20 - 49%: Antrim, Ogemaw, Tuscola.	424.0	150.8	4,184,956	2,927,777	503,495	498,430	172,738	692,094	83,882	56.4
TRAVERSE CITY (Grand Traverse) . . . Over 50%: Grand Traverse;										
20 - 49%: Antrim, Benzie, Kalkaska, Leelanau.	122.2	45.6	1,164,010	800,778	166,287	110,107	32,589	175,527	10,682	54.0

85%

Reach 85%* of all adults in the Springfield MSA with just one advertising buy — the Union-News and Sunday Republican.

For a copy of our market data kit and latest Belden Study, call Dwight L. Brouillard, Advertising Director, at (413) 788-1108.

Union-News
Sunday Republican

1860 Main Street, Springfield, MA 01101 • 413/788-1000
Represented nationally by Newhouse Newspapers

*One daily plus one Sunday; Belden Study, No. 5, 1988

S&MM ESTIMATES



STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

POPULATION 12/31/88		EFFECTIVE BUYING INCOME		RETAIL SALES BY STORE GROUP						
Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.	
336.0	127.3	3,628,053	2,103,638	457,645	271,450	71,356	371,176	99,505	45.1	
253.8	94.2	2,522,077	1,588,013	257,790	179,619	63,706	428,574	36,963	48.1	
135.6	48.9	1,385,081	775,083	157,049	62,226	37,666	198,749	29,321	45.4	
2,622.2	992.3	37,548,450	20,298,731	3,484,364	3,185,670	789,039	4,709,737	524,339	50.7	
155.4	57.8	1,897,575	1,194,882	216,823	199,323	49,932	313,724	33,796	57.9	
146.8	47.3	1,385,242	1,505,686	184,893	144,162	47,483	205,098	23,079	48.8	
345.6	122.5	3,457,359	1,856,229	388,410	322,414	64,915	440,871	86,818	39.4	
402.5	142.2	4,109,816	2,425,995	413,211	361,903	110,733	700,222	105,740	46.8	
251.2	92.2	1,941,520	1,240,572	251,837	182,068	59,577	333,851	54,624	26.1	
188.3	72.2	1,744,685	1,061,111	228,001	161,065	32,038	265,132	19,391	43.7	
1,671.4	636.3	22,180,215	11,914,722	2,157,448	1,689,074	479,313	2,908,232	332,407	70.2	
209.9	78.8	2,087,266	1,086,544	235,471	138,167	29,159	267,479	19,576	67.1	
2,487.4	919.3	33,228,817	16,914,296	3,114,484	2,432,616	797,917	4,024,713	430,984	43.6	
313.6	119.4	3,220,316	1,949,511	375,084	322,576	76,568	481,103	43,704	38.3	
288.3	111.3	2,847,708	1,612,212	384,797	168,004	62,667	337,802	44,157	43.2	
151.3	58.1	1,509,256	790,260	180,324	93,528	36,300	189,478	26,328	47.8	
143.9	56.3	1,359,655	780,369	180,090	73,467	32,023	164,553	20,397	43.0	
352.4	137.1	4,344,919	2,011,081	401,744	241,964	90,897	431,580	65,704	54.5	

NEWSPAPER MARKET PROFILES

NEV. (cont.)

SAMM ESTIMATES

STATE

55MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

OMAHA (Douglas) . . . Over 80%: Douglas, Sarpy; 28 - 49%: IA: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Blaine, Boone, Boyd, Brown, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Farnam, Garden, Garfield, Gosper, Grant, Greeley, Harlan, Holt, Loup, Nemaha, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Washington, Wayne.	1,002.4	377.0	11,759,976	6,496,589	1,280,724	695,250	398,190	1,542,446	188,297	47.6
NEVADA										
LAS VEGAS (Clark) . . . Over 50%: Clark; 28 - 49%: Lincoln, Nye.	461.7	269.6	8,522,319	4,840,601	1,036,541	538,380	210,052	1,048,328	145,509	62.4
RENO (Washoe) . . . 28 - 49%: CAL.: Mono, Sierra; NEV.: Carson City, Humboldt, Lyon, Pershing, Washoe.	330.6	139.9	4,572,883	2,769,431	540,778	359,175	116,074	629,059	102,968	38.2
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . Over 80%: Hillsborough; 28 - 49%: Coos.	267.8	137.0	5,916,426	3,784,020	673,071	575,244	190,729	879,965	80,835	49.8
PORTSMOUTH-DOVER-ROCHESTER (Strafford) . . . Over 80%: Strafford.	97.9	33.7	1,362,211	697,081	171,577	32,776	22,168	174,733	16,778	56.2

Monmouth-Ocean, New Jersey



We've Got Your Number

National ranking of
Monmouth-Ocean, NJ
#15 in average household EBI
#46 in number of households
#47 in population
#48 in total retail sales

Whatever you're selling, there's a market for you in Monmouth-Ocean. And we've got the numbers to prove it. Check out our listing. Then call for your FREE market brochure. Contact Tom Sferlazzo at (201) 922-6000, Ext. 3801. Or Sawyer-Ferguson-Walker.

THE ASBURY PARK PRESS
The most effective way to reach Monmouth-Ocean

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THE BEST PART OF NEW YORK IS IN NEW JERSEY

Relax, no one's moved the Empire State Building. We're talking about The Record and The News Tribune. The newspapers that have cornered the North Jersey market. The most affluent market in the New York ADI. By combining the two papers, you capture the undivided attention of 637,000 readers at the lowest CPM in the country.¹ If your New York media plan is missing them, give Chuck Hayes, National Advertising Manager, a call at (201) 646-4257. He'll help you change your state of mind.

The Record
NOBODY GETS INTO NORTH JERSEY LIKE THE RECORD

¹ For daily newspapers with a circulation of 200,000 or more. Source: The Scarborough Report, 1988. National Representative Sawyer-Ferguson-Walker Co. The Record and The News Tribune are owned by Macromedia, Inc.

SALES ESTIMATES



STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

NEW JERSEY

ATLANTIC CITY (Atlantic) ... Over 50%: Atlantic; 20 - 49%: Cape May.

Total Pop. (Thous.)	Households (Thous.)	Total Eff. Inc. (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchandise (\$000)	Furnish./Furnish./Appl. (\$000)	Auto-Related (\$000)	Drug (\$000)	% Households Cov.
312.4	123.9	3,967,927	2,811,400	580,724	230,196	137,281	542,058	86,236	53.3

BERGEN-PASSAIC (Bergen, Passaic) ... 20 - 49%: Bergen, Passaic.

1,295.7	484.2	24,484,959	12,315,548	2,462,548	1,318,710	900,931	2,575,635	357,074	44.7
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JERSEY CITY (Hudson) ... 20 - 49%: Hudson.

546.5	213.0	6,781,070	3,144,366	873,086	163,379	201,422	527,386	110,751	34.6
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MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) ... 20 - 49%: Middlesex, Somerset.

876.9	313.4	16,033,898	7,357,042	1,618,492	904,736	637,341	1,437,723	188,098	44.8
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MONMOUTH-OCEAN (Monmouth) ... 20 - 49%: Monmouth, Ocean.

987.0	375.9	16,906,740	7,548,537	1,710,885	711,278	384,080	2,141,393	195,265	38.3
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NEWARK (Essex, Morris, Union) ... Over 50%: Morris, Union; 20 - 49%: Essex, Hunterdon, Middlesex, Somerset, Sussex, Warren.

2,970.9	1,076.4	51,609,890	21,857,980	4,919,873	2,035,676	1,769,679	4,748,894	624,782	44.3
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PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) ... Over 50%: N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.

4,009.7	1,822.6	68,734,834	35,844,743	7,330,426	4,023,558	1,674,431	8,532,686	1,262,465	60.8
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TRENTON (Mercer) ... Over 50%: Mercer.

327.9	119.5	5,917,883	2,614,177	583,746	330,264	164,631	462,899	86,114	84.0
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NEW MEXICO

ALBUQUERQUE (Bernalillo) ... Over 50%: Bernalillo; 20 - 49%: Doña Ana, Las Alamos, Sandoval, Santa Fe, Socorro, Valencia.

737.1	274.0	7,721,793	4,656,204	814,429	591,921	236,047	1,123,508	157,509	50.9
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NEW YORK

ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) ... Over 50%: Albany, Rensselaer, Schenectady; 20 - 49%: Montgomery, Saratoga, Schoharie.

846.6	319.3	11,010,556	6,138,200	1,445,404	551,997	380,267	1,461,282	215,709	64.8
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BINGHAMTON (Broome) ... Over 50%: Broome; 20 - 49%: Chemung, Tioga.

318.7	117.8	3,833,047	1,894,066	469,913	181,465	97,193	450,173	83,274	52.3
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BUFFALO (Erie) ... Over 50%: Erie; 20 - 49%: Niagara, Wyoming.

1,225.9	454.7	14,096,927	7,397,551	1,951,629	755,050	392,381	1,641,280	334,997	64.6
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ELMIRA (Chemung) ... Over 50%: Chemung; 20 - 49%: Schuyler, PENN.: Tioga.

154.5	55.8	1,582,430	831,144	172,404	133,023	31,641	200,034	33,748	50.4
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GLENS FALLS (Warren) ... Over 50%: Warren, Washington.

114.8	40.5	1,205,735	826,076	219,715	73,417	24,483	180,791	33,778	67.3
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JAMESTOWN-DUNKIRK (Chautauque) ... 20 - 49%: Chautauque.

144.5	54.0	1,486,041	735,358	205,119	67,918	30,927	180,777	29,794	47.2
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MASSAU-SUFFOLK (Suffolk) ... Over 50%: Nassau, Suffolk.

2,689.2	877.4	46,281,438	24,431,910	5,046,861	2,320,452	1,986,274	5,121,143	660,091	57.3
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LOCAL RATE EFFICIENCY IN A TOP TEST MARKET! ALBANY, N.Y.

We've got the statistics and logistics you need for a great test market, and a media buy that delivers great impact and rate efficiency for national agency advertising. For details call me, Chris Cunningham Jr. at (518) 454-5680.

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NEW YORK'S CAPITAL NEWSPAPERS
TIMES UNION SUNDAY TIMES UNION
HEARST NEWSPAPERS

NEWSPAPER MARKET PROFILES

N.Y. (cont.)



SLASH ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Native (\$000)	Drug (\$000)	% House- hold Cov.
NEW YORK (New York City, Rockland, Westchester) ... Over 50%: New York City, Rockland, Westchester; 20 - 49%: CONN., Fairfield, N.J.: Bergen, Hudson; N.Y.: Nassau, Putnam, Suffolk...	13,456.2	5,165.1	208,443,818	97,201,431	19,880,990	9,813,949	7,843,821	16,464,600	3,099,124	47.3
NIAGARA FALLS (Niagara) ... 20 - 49%: Niagara.	217.7	80.9	2,387,735	1,107,235	308,468	131,336	45,123	241,957	45,670	32.8
OLEAN (Cattaraugus) ... 20 - 49%: Allegany, Cattaraugus; PENN.: Potter.	137.9	53.2	1,434,731	711,006	199,289	68,612	28,843	173,913	25,611	37.6
ORANGE COUNTY (Orange) ... Over 50%: Orange, Sullivan.	359.6	122.5	4,361,198	2,479,493	639,075	265,533	123,531	525,679	69,537	58.1
POUGHKEEPSIE (Dutchess) ... 20 - 49%: Dutchess.	282.2	90.1	3,644,221	1,712,281	446,133	182,346	86,176	348,183	53,571	45.6
ROCHESTER (Monroe) ... Over 50%: Monroe; 20 - 49%: Living- ston, Ontario, Wayne.	952.4	354.7	12,902,056	6,572,697	1,542,094	627,701	410,565	1,669,321	256,890	59.1
SYRACUSE (Onondaga) ... Over 50%: Onondaga; 20 - 49%: Cayuga, Madison, Oswego.	734.8	265.9	8,816,889	4,698,989	1,166,928	419,473	270,748	1,162,753	197,292	63.6
UTICA-ROME (Oneida) ... 20 - 49%: Herkimer, Oneida.	321.4	116.1	3,380,704	1,887,180	471,219	166,991	103,848	413,235	98,635	46.2
WATERTOWN (Jefferson) ... Over 50%: Jefferson; 20 - 49%: Lewis, St. Lawrence.	239.5	82.3	2,168,937	1,247,552	296,996	108,739	56,512	305,406	82,517	47.4
NORTH CAROLINA ASHEVILLE (Burcombe) ... 20 - 49%: Buncombe, Haywood, Jack- son, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	259.3	140.7	3,590,475	2,391,826	517,454	248,645	117,697	509,905	123,058	37.0

MORNING CIRCULATION LEADER IN 3 OF THE 6 METRO COUNTIES

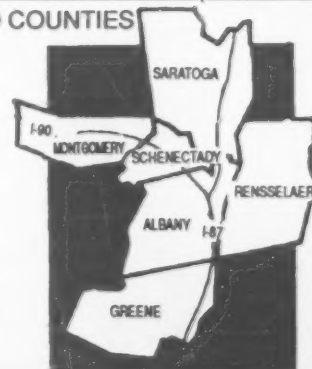
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S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

STATE	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House- holds (Thous.)		Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Furnish./ Appl. (\$000)	Auto- Mobile (\$000)	Drug (\$000)	% Home- hold Cns.
BURLINGTON (Albemarle) . . . Over 50%: Albemarle.	104.5	40.7	1,146,096	955,595	176,408	95,199	60,906	246,131	37,733	71.3
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan, S.C.; York) . . . Over 50%: N.C.; Gaston, Mecklenburg, Rowan, S.C.; York; 20 - 49%: M.C.; Cabernus, Cleveland, Iradell, Lincoln, Steady, Union; S.C.; Chester, Lancaster.	1,434.8	539.3	16,653,708	9,731,984	2,184,015	1,075,986	577,438	2,414,507	374,419	52.2
FAYETTEVILLE (Cumberland) . . . Over 50%: Cumberland; 20 - 49%: Hoke.	292.4	93.5	2,779,117	1,645,189	330,510	269,809	158,710	400,664	47,780	58.1
GREENSBORO-WINSTON-SALEM-HIGH POINT (Gulford, Forsyth) . . . Over 50%: Forsyth, Guilford; 20 - 49%: Alleghany, Davidson, Davie, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,094.5	423.1	13,025,377	7,716,102	1,483,465	914,337	548,234	1,706,192	301,801	50.7
HICKORY (Catawba) . . . 20 - 49%: Catawba.	118.2	44.9	1,462,352	1,041,472	196,989	117,017	65,029	247,334	49,819	43.2
RALEIGH-DURHAM (Wake, Durham) . . . Over 50%: Durham, Wake; 20 - 49%: Granville, Johnston, Orange, Person, Washington.	817.9	313.5	10,412,545	5,324,336	1,063,832	677,520	392,040	1,261,721	258,385	54.9
WILMINGTON (New Hanover) . . . Over 50%: New Hanover; 20 - 49%: Brunswick, Columbus, Pender.	252.0	94.9	2,339,287	1,610,614	355,067	205,111	54,922	353,561	67,331	47.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . Over 50%: Burleigh, Morton; 20 - 49%: Adams, Emmets, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan.	142.0	51.4	1,402,164	853,736	170,074	118,310	30,999	214,216	23,343	50.7
FARGO-MOORHEAD (Cass) . . . Over 50%: MNM; Clay, Mar- mou, N.D.; Cass, Ramsey; 20 - 49%: MNM; Mahanoma, Wilkin, N.D.; Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traft.	253.8	94.2	2,622,077	1,588,013	257,790	179,619	63,706	428,574	36,963	48.1
GRAND FORKS (Grand Forks) . . . Over 50%: Grand Forks; 20 - 49%: MB 24; Kittson, Marshall, Pennington, Polk, Red Lake, Roseau, N.D.; Cavalier, Nelson, Pembina, Ramsey, Towner, Traft, Walsh.	221.1	80.3	2,170,406	1,310,553	238,486	131,044	33,414	371,574	34,722	45.4
MINOT (Ward) . . . Over 50%: McHenry, Bonville, Ward; 20 - 49%: Bottineau, Burke, Divide, McLean, Moutrill, Pierce, Wells.	121.0	43.7	1,177,918	732,461	131,239	88,696	34,413	199,700	19,234	53.2
OHIO										
AKRON (Summit) . . . Over 50%: Summit; 20 - 49%: Medina, Portage.	771.3	287.1	9,138,953	4,572,247	992,208	474,597	235,139	1,034,659	168,999	46.7
CANTON (Stark) . . . 20 - 49%: Stark.	375.6	139.2	4,049,135	2,333,096	588,745	266,141	133,775	496,148	77,440	37.7
CINCINNATI (Hamilton) . . . Over 50%: KY.; Boone, Campbell, Kenton; OHIO: Hamilton; 20 - 49%: IND.; Dearborn, Ohio; KY.; Gallatin, Grant, Pendleton; OHIO: Brown, Clermont.	1,408.0	535.5	17,293,687	9,738,191	1,990,566	1,306,115	428,127	2,109,016	488,080	58.4
CLEVELAND (Cuyahoga, Lake) . . . Over 50%: Cuyahoga, Lake; 20 - 49%: Geauga, Medina.	1,833.9	723.3	23,343,482	12,990,892	2,501,996	1,833,413	662,272	2,697,350	689,784	58.7
COLUMBUS (Franklin) . . . Over 50%: Franklin; 20 - 49%: Delaware, Fairfield, Madison, Pickaway, Union.	1,207.3	469.5	14,529,286	8,659,550	1,607,160	1,235,691	428,111	2,136,443	266,580	48.7
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . Over 50%: Clark, Montgomery; 20 - 49%: Champaign, Greene, Miami.	975.5	378.3	11,864,389	6,101,027	1,280,428	799,083	294,225	1,443,241	190,836	54.8
FINDLAY (Hancock) . . . Over 50%: Hancock.	65.4	25.2	847,954	342,023	61,108	44,812	19,414	99,909	10,344	68.9
HAMILTON-MIDOLETOWN (Butler) . . . 20 - 49%: Butler.	280.1	101.2	3,025,848	1,517,333	294,633	151,894	67,308	341,227	45,749	27.5
LIMA (Allen) . . . Over 50%: Allen; 20 - 49%: Auglaize, Putnam.	192.5	69.2	1,983,177	1,164,397	219,333	166,484	66,338	254,414	38,114	51.3
LORAIN-ELYRIA (Lorain) . . . Over 50%: Lorain.	273.4	97.2	3,251,253	1,438,870	331,248	181,199	70,532	257,133	58,841	67.8
MANSFIELD (Richmond) . . . Over 50%: Richmond.	129.1	48.9	1,406,471	856,667	146,639	161,024	39,117	203,516	23,913	64.3
NEW PHILADELPHIA-DOVER (Tuscarawas) . . . Over 50%: Tuscarawas; 20 - 49%: Harrison.	103.0	39.4	988,764	453,739	96,400	41,136	26,382	118,148	12,588	58.4

NEWSPAPER MARKET PROFILES

OHIO (cont.)



SAMM ESTIMATES

POPULATION
12/31/88

EFFECTIVE
BUYING
INCOME

RETAIL SALES BY STORE GROUP

STATE

SAMM NEWSPAPER MARKET (Home County)

Dominant Counties (50% or more penetration)

Effective Counties (20%-49% penetration)

	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish- ing/ Furnish- Appl. (\$000)	Auto- Mobile (\$000)	Drug (\$000)	% House- hold Cov.
PARKERSBURG-MARETTA (W.Va.: Wood) . . . Over 50%: W.Va.: Wet, Wood; 20 - 49%: OHIO: Washington, W.Va.: Pleas- ure, Zieffs.	182.3	69.4	1,730,286	1,075,511	201,250	153,618	54,073	260,681	49,341	47.9
SANDUSKY (Erie) . . . Over 50%: Erie; 20 - 49%: Huron.	135.4	50.0	1,465,546	737,988	134,453	103,742	40,796	186,597	25,951	44.0
TOLEDO (Lucas) . . . Over 50%: Lucas; 20 - 49%: Fulton, Ottawa, Wood.	656.5	249.5	7,841,439	5,036,096	968,660	816,668	327,021	1,101,734	203,369	54.1
WOOSTER (Wayne) . . . Over 50%: Wayne; 20 - 49%: Holmes.	134.9	43.7	1,416,713	556,488	128,657	39,509	32,401	148,846	12,809	52.3
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . Over 50%: Mahoning, Trumbull.	508.4	191.3	5,627,483	2,990,073	374,105	425,747	164,504	604,569	114,433	63.9
OKLAHOMA										
ENID (Ottawa) . . . Over 50%: Alfalfa, Garfield, Grant; 20 - 49%: Major, Woods.	93.0	35.9	901,925	564,811	140,923	45,693	28,965	147,733	20,227	61.4
LAWTON (Cotton) . . . Over 50%: Comanche; 20 - 49%: Cotton.	126.4	41.8	1,089,640	631,175	155,409	106,043	27,135	150,181	13,734	57.3
OKLAHOMA CITY (Oklahoma) . . . Over 50%: Oklahoma; 20 - 49%: Beaver, Beckham, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harper, Kingfisher, Logan, McClain, Roger Mills, Washita.	1,124.2	431.1	11,361,141	8,256,842	1,463,770	885,896	544,362	2,131,962	191,829	41.4
TULSA (Tulsa) . . . Over 50%: Tulsa; 20 - 49%: Craig, Creek, Mayes, Rogers, Wagoner, Washington.	799.2	309.1	8,163,156	4,893,788	1,073,384	592,632	329,215	1,091,496	104,001	52.7
DEERON										
EUCLID-SPRINGFIELD (Lain) . . . Over 50%: Lain.	268.1	106.7	2,833,915	1,624,546	331,428	222,863	91,248	372,582	42,056	62.1
MEDFORD (Jackson) . . . 20 - 49%: Jackson.	144.2	55.3	1,386,543	861,723	156,128	144,233	39,467	168,926	19,428	49.6
PORTLAND (Multnomah) . . . Over 50%: Clackamas, Multnomah, Washington; 20 - 49%: Clatsop, Columbia, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Tillamook, Wasco, Yamhill.	1,375.3	546.5	17,515,202	9,991,667	1,746,649	1,699,241	528,830	2,107,903	213,613	47.7
SALEM (Marion) . . . 20 - 49%: Marion, Polk.	268.5	101.1	2,661,167	1,365,625	259,714	230,568	70,593	288,865	45,457	49.0
PENNSYLVANIA										
ALLENTOWN-ETHLESEM (Lehigh, Northampton) . . . Over 50%: Lehigh, Northampton; 20 - 49%: N.J.: Warren, PENN.: Carbon.	674.3	260.4	8,791,196	4,620,614	941,539	513,328	206,803	1,153,067	140,578	61.0
ALTOONA (Blair) . . . Over 50%: Blair.	133.2	50.4	1,345,326	688,923	185,576	122,278	50,480	235,185	33,181	58.2
BEAVER COUNTY (Beaver) . . . Over 50%: Beaver.	192.0	71.3	2,145,519	963,061	295,806	163,838	44,400	155,499	39,256	60.0
BUTLER (Butler) . . . Over 50%: Butler.	133.4	53.7	1,991,446	752,911	151,432	106,801	43,970	188,393	24,312	51.9
ERIE (Erie) . . . Over 50%: Erie.	282.8	104.2	3,330,862	1,673,366	361,290	192,659	85,398	396,084	57,920	65.4
HARRISBURG-LEBANON-CARLISLE (Dauphin) . . . Over 50%: Dauphin; 20 - 49%: Cumberland, Perry.	474.8	185.5	6,499,808	4,053,978	927,976	445,302	152,658	933,525	123,965	48.6
JOHNSTOWN (Cambria) . . . Over 50%: Cambria; 20 - 49%: Erie.	254.8	93.5	2,193,848	1,159,876	297,885	127,435	52,214	268,704	40,702	48.0
LANCASTER (Lancaster) . . . Over 50%: Lancaster.	407.2	149.3	5,047,520	2,876,877	631,535	277,952	165,331	695,433	86,643	63.5
PHILADELPHIA (Philadelphia, Berks, Chester, Delaware, Montgo- mery, N.J.: Burlington, Camden, Gloucester) . . . Over 50%: N.J.: Burlington, Camden, Gloucester, PENN.: Berks, Chester, Delaware, Montgomery, Philadelphia.	4,909.7	1,823.6	68,734,834	35,844,743	7,330,426	4,023,558	1,674,431	8,532,686	1,262,465	60.8
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . Over 50%: Allegheny, Fayette, Greene, Washington, Westmore- land; 20 - 49%: Armstrong.	2,229.6	876.2	26,713,333	13,773,968	3,151,587	1,691,826	720,426	3,208,394	499,402	62.4
POTTSVILLE (Schuylkill) . . . 20 - 49%: Schuylkill.	159.6	61.3	1,624,479	882,453	226,630	131,856	57,442	152,482	43,316	44.1
READING (Berks) . . . Over 50%: Berks.	329.4	128.7	4,150,649	2,426,914	490,490	292,504	133,146	663,537	65,366	60.0

NEWSPAPER MARKET PROFILES

PA. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . Over 50%: Lackawanna, Luzerne; 20 - 49%: Wayne, Wyoming.	624.5	240.6	6,697,657	4,061,189	909,933	505,152	176,700	883,794	181,277	76.4
SHARON (Mercer) . . . Over 50%: Mercer.	124.7	46.1	1,358,378	629,610	131,823	90,004	28,971	172,981	19,305	52.7
SUNBURY (Northumberland) . . . Over 50%: Union; 20 - 49%: Northumberland, Snyder.	171.7	64.5	1,596,828	992,049	224,250	114,986	48,038	256,649	37,076	37.7
WILLIAMSPORT (Lycoming) . . . Over 50%: Lycoming.	118.5	44.4	1,261,796	726,079	172,636	91,859	37,289	185,155	22,505	69.9
YORK (York) . . . Over 50%: York.	334.1	128.2	4,174,018	2,617,383	436,937	248,397	97,441	507,869	52,900	67.6
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . Over 50%: Bristol, Kent, Providence; 20 - 49%: Newport, Washington.	995.3	366.5	12,927,999	7,085,640	1,399,399	752,828	322,782	1,482,593	306,515	62.5
SOUTH CAROLINA										
ANDERSON (Anderson) . . . 20 - 49%: GA.: Hart, Stephens; S.C.: Anderson.	189.4	71.1	1,789,109	1,007,063	222,523	122,879	60,668	219,541	52,050	39.4
CHARLESTON (Charleston) . . . Over 50%: Charleston; 20 - 49%: Berkeley, Colleton, Dorchester.	549.5	189.2	5,167,824	3,226,836	718,610	348,414	220,206	789,896	98,934	56.6
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . Over 50%: N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; 20 - 49%: N.C.: Cabarrus, Cleveland, Iredell, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,434.8	539.3	16,653,708	9,731,984	2,186,015	1,075,986	577,438	2,414,507	374,419	52.2
COLUMBIA (Richland) . . . Over 50%: Lexington, Richland; 20 - 49%: Fairfield, Kershaw, Newberry, Saluda.	580.1	212.1	6,604,745	3,418,465	691,155	451,047	188,054	780,749	128,198	48.7
FLORENCE (Florence) . . . 20 - 49%: Darlington, Florence.	188.0	66.1	1,587,474	1,069,685	212,156	137,326	49,601	258,410	49,614	38.1
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . Over 50%: Greenville, Spartanburg; 20 - 49%: Cherokee, Laurens, Oconee, Pickens, Union.	810.0	304.8	8,143,905	4,941,119	1,134,840	576,394	327,370	1,003,847	208,251	50.6
MYRTLE BEACH (Horry) . . . Over 50%: Horry.	137.8	53.1	1,498,489	1,369,987	278,227	140,214	109,297	270,017	46,851	52.2

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NEWSPAPER MARKET PROFILES

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)



POPULATION
12/31/88



EFFECTIVE
BUYING
INCOME



RETAIL SALES BY STORE GROUP

SOUTH DAKOTA

RAPID CITY (Pennington) . . . Over 50%: Pennington; 20 - 49%:
Butte, Custer, Fall River, Haddon, Jackson, Jones, Lawrence, Meade;
WYO.: Weston.

Total Pop. (Thous.)	Households (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchandise (\$000)	Furniture / Furnish. / Appl. (\$000)	Auto-Motive (\$000)	Drug (\$000)	% Household Cor.
164.0	62.2	1,796,629	1,049,165	202,935	135,585	37,765	265,291	32,846	48.5

SIOUX FALLS (Minnehaha) . . . Over 50%: Minnehaha; 20 - 49%:
IA.: Lyon; MINN.: Rock; S.D.: Clay, Hutchinson, Lake, Lincoln,
McCook, Miner, Moody, Turner, Union.

234.8	90.3	2,625,991	1,392,195	257,321	168,148	63,893	347,939	65,513	40.6
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TENNESSEE

CHATTANOOGA (Hamilton) . . . Over 50%: Hamilton; 20 - 49%:
GA.: Catoosa, DeKalb, Walker; TENN.: Blount, Marion, Rhea, Se-
quatchie.

473.2	179.4	4,883,408	2,974,156	635,493	381,806	179,086	744,693	84,763	49.5
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JACKSON (Madison) . . . Over 50%: Madison; 20 - 49%: Carroll,
Chester, Crockett, Gibson, Henderson.

208.4	79.5	1,998,372	1,162,302	213,788	193,613	50,355	294,085	48,437	38.1
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JOHNSON CITY-KINGSFORD-BRISTOL (Washington, Sullivan;
VA.: Washington) . . . Over 50%: TENN.: Sullivan, Washington;
VA.: Washington; 20 - 49%: TENN.: Carter, Hawkins, Johnson,
Union; VA.: Lee, Russell, Scott, Smyth, Wise.

610.6	225.9	6,036,675	3,273,400	704,771	416,127	140,728	890,814	141,974	50.0
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KNOXVILLE (Knox) . . . Over 50%: Knox; 20 - 49%: Anderson,
Jefferson, Loudon, Roane, Sevier, Union.

583.1	228.5	6,621,994	4,438,570	884,682	497,685	251,289	961,449	154,326	50.1
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MEMPHIS (Shelby) . . . 20 - 49%: ARK.: Crittenden; MISS.: De Soto,
Tate; TENN.: Fayette, Shelby, Tipton.

1,029.8	372.4	10,723,513	7,016,378	1,126,979	959,479	443,725	1,944,513	305,744	45.3
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NASHVILLE (Davidson) . . . Over 50%: Davidson; 20 - 49%: Coffee,
Humphreys, Marshall, Robertson, Smith, Sumner, Williamson, Wilson.

904.8	347.0	11,299,580	6,018,247	1,010,431	817,173	340,495	1,635,951	213,695	44.1
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TEXAS

ABILENE (Taylor) . . . Over 50%: Taylor; 20 - 49%: Callahan,
Coleman, Eastland, Fisher, Haskell, Jones, Knox, Mitchell, Nolan,
Shackelford, Stephens, Stonewall.

245.6	91.2	2,248,377	1,738,283	398,825	182,462	61,940	450,821	68,781	42.1
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AMARILLO (Potter) . . . Over 50%: Oldham, Potter, Randall; 20 -
49%: Armstrong, Briscoe, Carson, Childress, Collingsworth, Deaf
Smith, Donley, Gray, Hall, Hansford, Hartley, Humphill, Hutchinson,
Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.

369.0	137.2	3,938,162	2,421,145	607,001	213,735	101,726	654,836	57,597	46.6
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AUSTIN (Travis) . . . Over 50%: Travis; 20 - 49%: Bastrop, Burnet,
Caldwell, Hays, Lee, Llano, Williamson.

864.7	330.5	10,083,186	5,485,002	1,259,348	630,675	280,201	1,303,621	124,575	48.5
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BEAUMONT-PORT ARTHUR (Jefferson) . . . 20 - 49%: Hardin,
Jasper, Jefferson, Newton, Orange, Sabine, Tyler.

457.6	165.0	4,946,049	2,870,541	669,206	332,737	117,193	734,321	85,513	38.0
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1989 Belden Study/Knoxville MSA

*For additional information contact Marketing Director Kevin Kane at the
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NEWSPAPER MARKET PROFILES

TEXAS (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

STATE	POPULATION 12/31/88		EFFECTIVE BUYING INCOME		RETAIL SALES BY STORE GROUP					
	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)										
BROWNSVILLE-HARLINGEN (Cameron) . . . 20 - 49%: Cameron, Wilbrey.	281.5	81.0	1,875,686	1,530,373	394,992	185,934	78,249	301,583	34,223	25.8
CORPUS CHRISTI (Nueces) . . . 20 - 49%: Aransas, Duval, Jim Wells, Kleberg, Nueces, Refugio, San Patricio.	474.3	157.1	4,200,918	2,959,530	757,018	316,163	135,192	675,876	99,827	40.4
DALLAS (Dallas) . . . Over 50%: Dallas; 20 - 49%: Collin, Denton, Ellis, Kaufman, Rockwall.	2,476.2	934.8	33,436,603	18,838,067	3,935,305	2,315,986	890,523	4,446,419	479,560	49.2
EL PASO (El Paso) . . . 20 - 49%: Culberson, El Paso.	583.1	175.1	4,603,180	2,734,104	577,711	411,860	156,460	587,333	57,535	44.3
FORT WORTH-ARLINGTON (Tarrant) . . . Over 50%: Tarrant; 20 - 49%: Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,396.6	518.9	17,151,875	9,518,786	2,145,067	1,185,062	442,930	2,336,613	240,900	48.2

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Houston

Vol. 88 No. 283

More economic growth

SAMM ESTIMATES

STATE

SAMM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

										
POPULATION 12/31/06		EFFECTIVE BUYING INCOME		RETAIL SALES BY STORE GROUP						
Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motors (\$000)	Drug (\$000)	% House- hold Car.	
3,778.0	1,377.0	46,366,086	26,452,287	5,848,843	3,035,198	1,340,673	6,566,079	783,514	48.4	
207.8	73.5	1,962,707	1,177,467	280,876	187,006	67,333	295,349	26,271	32.1	
145.3	53.4	1,482,529	1,157,094	255,883	199,647	41,971	317,985	32,656	28.8	
409.2	143.0	3,622,783	2,361,806	547,332	255,437	103,307	725,123	54,314	41.8	
376.6	104.0	2,155,835	1,873,861	476,890	251,273	104,413	346,364	38,898	27.8	

The Sunday Chronicle and the daily Chronicle.

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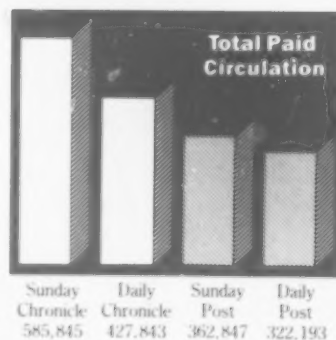
The Sunday Chronicle sells 222,998 more papers than the city's other Sunday paper, giving it a 61% lead. And the daily Chronicle? It's got a 33% lead over their daily edition, and even outsells their Sunday paper by 64,996. The Houston Chronicle is also the largest

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prehistoric people found in clematis

Page 15A



with boaters over

Discovery

Chronicle

expected in the future.

NEWSPAPER MARKET PROFILES

TEXAS (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

ODESSA (Ector) . . . 20 - 49%: Andrews, Crane, Ector, Upton, Ward, Winkler.	175.1	62.1	1,970,198	1,705,994	384,893	185,634	89,171	472,475	32,938	42.2
SAN ANGELO (Tom Green) . . . Over 50%: Coke, Irion, Sterling, Tom Green; 20 - 49%: Concho, Crockett, Glasscock, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	163.2	59.5	1,621,248	1,169,343	286,051	130,610	55,005	294,515	23,868	46.1
SAN ANTONIO (Bexar) . . . Over 50%: Bexar; 20 - 49%: Atascosa, Bandera, Comal, Dimmit, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, McMullen, Medina, Real, Uvalde, Wilson.	1,534.4	553.8	14,897,719	8,509,906	2,380,928	866,564	380,145	1,870,109	165,523	58.1

• CIRCULATION •

DAILY
181,225
21,620 lead over Light

SUNDAY
272,631
39,497 lead over Light

SOURCE: ABC FAS-FAX 3-31-89
Calculations by Express-News.

Number One
in
San Antonio
and
South Texas
Express-News

SAN ANTONIO, TEXAS

• READERSHIP •

DAILY
San Antonio
Newspaper Market **66%**
457,000 Adult Readers

SUNDAY
San Antonio
Newspaper Market **68%**
608,000 Adult Readers

SOURCE: 1987 Scarborough Report
(average issue, ADI)

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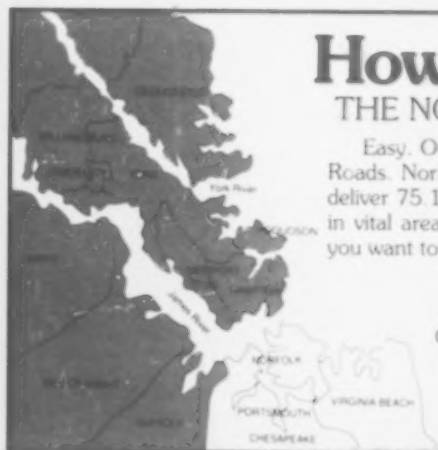
SOURCE: ABC Fas-Fax Report for 6-month period ending March 31, 1989, and ABC Publisher's Statement for 6-month periods ending March 31, 1988 and March 31, 1985. Calculations by Light Research Department.

\$4MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

TEXARKANA (Bowie; ARK.; Miller) ... Over 50%: TEX.; Bowie; 20 - 49%: ARK.; Little River, Miller; TEX.; Cass.	168.5	61.4	1,330,740	939,714	223,365	139,031	40,859	203,594	30,113	44.9
TYLER (Smith) ... Over 50%: Smith; 20 - 49%: Wood.	185.4	68.4	2,026,789	1,130,167	245,520	183,612	44,346	294,343	35,363	49.0
VICTORIA (Victoria) ... Over 50%: Gallego, Victoria; 20 - 49%: Calhoun, De Witt, Jackson, Lavaca, Refugio.	163.9	57.4	1,555,636	1,053,683	283,839	109,822	36,581	239,282	26,632	54.5
WACO (McLennan) ... Over 50%: McLennan; 20 - 49%: Bosque, Limestone.	220.6	85.4	2,177,854	1,294,465	303,124	184,595	48,397	285,265	28,177	52.7
WICHITA FALLS (Wichita) ... Over 50%: Baylor, Wichita; 20 - 49%: Archer, Clay, Foard, Hardeman, Knox, Montague, Young.	200.3	75.2	1,938,653	1,343,432	288,928	184,964	61,545	326,833	35,190	50.8
UTAH										
PROVO-OREM (Utah) ... 20 - 49%: Juab, Utah.	255.8	69.7	1,770,504	1,025,711	227,416	142,877	47,431	198,238	31,649	43.6
SALT LAKE CITY-OGDEN (Salt Lake, Weber) ... Over 50%: Box Elder, Davis, Morgan, Salt Lake, Weber; 20 - 49%: Beaver, Carbon, Juab, Sevier, Summit, Tooele, Wasatch.	1,218.1	392.9	11,792,577	6,991,301	1,536,276	848,162	383,901	1,608,502	118,814	52.3
VERMONT										
BURLINGTON (Chittenden) ... Over 50%: Chittenden, Grand Isle; 20 - 49%: Addison, Franklin, Lamoille.	223.1	81.5	2,749,540	1,838,197	389,582	133,514	80,231	452,927	52,221	53.7
VIRGINIA										
CHARLOTTESVILLE (Albemarle) ... Over 50%: Albemarle; 20 - 49%: Fluvanna, Greene, Madison, Orange.	159.2	59.6	1,970,642	1,257,143	269,177	167,296	85,197	208,096	48,019	48.7
DANVILLE (Pittsylvania) ... Over 50%: Pittsylvania.	111.3	40.5	1,157,363	589,618	135,379	51,984	24,965	143,942	38,889	58.9
FREDERICKSBURG (Stafford) ... Over 50%: King George, Stafford; 20 - 49%: Caroline, Westmoreland.	169.2	56.1	1,949,015	1,104,881	232,452	143,900	44,595	238,332	37,110	62.5
HARRISONBURG (Rockingham) ... Over 50%: Rockingham; 20 - 49%: Page, W.VA.; Pendleton.	115.0	40.0	1,119,191	752,254	159,149	124,817	44,561	139,196	34,245	64.4
JOHNSON CITY-KINGSFORD-BRISTOL (TENN.; Washington, Sullivan, VA.; Washington) ... Over 50%: TENN.; Sullivan, Washington, VA.; Washington; 20 - 49%: TENN.; Carter, Hawkins, Johnson, Union, VA.; Lee, Russell, Scott, Smyth, Wise.	610.6	225.9	6,036,675	3,273,400	704,771	416,127	140,728	890,814	141,974	50.0
LYNCHBURG (Campbell) ... Over 50%: Amherst, Campbell; 20 - 49%: Appomattox, Bedford, Nelson.	223.0	77.4	2,423,953	1,312,488	288,536	196,696	61,327	261,556	52,939	50.4
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) ... Over 50%: Isle of Wight, James City, Newport News, Norfolk, Virginia Beach, York; 20 - 49%: N.C.; Currituck, Dare, Gates, VA.; Gloucester, Mathews, Middlesex, Northampton, Southampton, Suffolk, Surry.	1,508.7	519.5	17,662,978	9,767,413	1,816,080	1,147,706	677,656	2,150,047	339,034	62.3



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NEWSPAPER MARKET PROFILES

VA. (cont.)

S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Circulation (20%-49% penetration)



POPULATION
12/31/88



EFFECTIVE
BUYING
INCOME



RETAIL SALES BY STORE GROUP

STATE	Total Pop. (Thous.)	House- holds (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnit./ Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Con.
RICHMOND-PETERSBURG (Hanover) . . . Over 50%: Chesterfield, Goochland, Hanover, Henrico, Powhatan; 30 - 49%: Amelia, Brunswick, Charles City, Charlotte, Dinwiddie, Essex, Greenville, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Sussex.	1,059.0	381.9	13,271,938	7,590,675	1,612,648	948,880	350,140	1,650,710	345,662	59.7
ROANOKE (Roanoke) . . . Over 50%: Botetourt, Montgomery, Roanoke; 30 - 49%: Alleghany, Bedford, Carroll, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wytke.	589.9	212.9	8,424,283	3,553,926	794,648	439,954	194,716	689,639	162,218	52.4
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . Over 50%: D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; 30 - 49%: MD.: Calvert, Charles, Howard, St. Mary's; VA.: Loudoun, Prince William.	3,911.5	1,468.4	70,323,298	32,341,635	5,780,301	3,631,326	2,224,100	7,552,111	1,287,909	66.8
WASHINGTON										
SEMIERTON (King) . . . Over 50%: King.	180.5	67.8	2,179,111	875,348	202,138	85,901	40,516	172,758	56,187	53.5
OLYMPIA (Thurston) . . . 30 - 49%: Thurston.	156.1	61.8	1,962,720	945,782	252,909	123,517	30,094	168,888	35,474	41.4
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . Over 50%: Benton; 30 - 49%: Franklin.	150.7	54.9	2,065,521	908,530	207,001	123,448	34,508	171,524	48,830	54.5
SEATTLE (King, Snohomish) . . . Over 50%: King, Snohomish; 30 - 49%: Island, Jefferson.	1,915.1	777.0	21,902,788	14,670,172	3,051,363	1,443,561	703,565	2,871,662	588,156	63.5
SPOKANE (Spokane) . . . Over 50%: Spokane; 30 - 49%: IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Lincoln, Pend Oreille, Stevens, Whitman.	604.4	231.5	6,325,338	3,385,205	822,159	315,271	179,963	770,969	114,612	47.3
TACOMA (Pierce) . . . 30 - 49%: Pierce.	555.9	210.3	5,876,728	3,392,124	687,753	354,359	182,778	767,824	101,366	49.6
VANCOUVER (Clark) . . . Over 50%: Clark.	216.6	81.4	2,583,497	982,802	244,544	172,674	42,316	172,240	46,443	57.2
WENATCHEE (Chelan) . . . Over 50%: Chelan, Douglas; 30 - 49%: Okanogan.	107.0	43.3	1,112,404	647,177	168,114	65,189	26,908	109,497	32,620	51.5
YAKIMA (Yakima) . . . Over 50%: Yakima.	186.4	69.7	1,835,951	1,028,911	246,252	114,372	40,271	217,719	33,872	51.3
WEST VIRGINIA										
BECKLEY (Mingo) . . . Over 50%: Mingo; 30 - 49%: Fayette, Summers, Wyoming.	189.5	69.6	1,552,074	968,729	212,945	153,873	52,424	230,474	48,301	39.5
CHARLESTON (Kanawha) . . . Over 50%: Kanawha; 30 - 49%: Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Wayne.	458.2	176.9	4,331,158	2,733,912	622,446	329,899	120,280	666,231	128,739	53.6
HUNTINGTON-ASHLAND (Cabell) . . . Over 50%: Cabell; 30 - 49%: OHIO: Lawrence, W.VA.: Wayne.	212.9	82.1	1,925,590	1,415,197	249,494	289,482	74,794	279,223	54,093	43.2
PARKERSBURG-MARIETTA (Wood) . . . Over 50%: Wirt, Wood; 30 - 49%: OHIO: Washington, W.VA.: Hancock, Ritchie.	182.3	69.4	1,730,286	1,075,511	201,250	153,618	54,073	280,681	49,341	47.9
WHEELING (Ohio) . . . Over 50%: Marshall, Ohio; 30 - 49%: OHIO: Belmont, W.VA.: Brooke, Wirt.	225.2	87.2	2,121,609	1,365,658	309,563	216,395	78,985	265,635	61,546	43.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . Over 50%: Outagamie, Winnebago; 30 - 49%: Calumet, Green Lake, Waupesa.	378.0	140.2	4,465,185	2,346,147	460,429	384,616	129,269	532,811	48,642	52.9
EAU CLAIRE (Eau Claire) . . . Over 50%: Eau Claire; 30 - 49%: Chippewa, Dunn, Pepin.	182.8	65.8	1,860,303	1,239,714	234,812	146,493	59,125	334,150	25,824	39.8
GREEN BAY (Brown) . . . Over 50%: Brown; 30 - 49%: Kewaunee, Oconto.	243.1	90.8	2,721,064	1,547,984	266,084	302,689	88,470	362,789	23,241	55.7
JANESVILLE-BELOIT (Rock) . . . 30 - 49%: Rock, Walworth.	212.0	79.6	2,385,368	1,452,940	225,522	190,322	48,817	316,324	44,799	33.7

NEWSPAPER MARKET PROFILES

WISC. (cont.)



S&MM ESTIMATES

STATE

S&MM NEWSPAPER MARKET (Home County)
Dominant Counties (50% or more penetration)
Effective Counties (20%-49% penetration)

	POPULATION 12/31/88		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	House- holds (Thous.)		Total Retail Sales (\$000)	Food (\$000)	General Merchan- dise (\$000)	Furnish./ Appl. (\$000)	Auto- Motive (\$000)	Drug (\$000)	% House- hold Cov.
KENOSHA (Kenosha) . . . Over 50%: Kenosha.	121.9	44.5	1,825,976	767,481	194,657	105,605	31,738	116,440	27,448	63.6
LA CROSSE (La Crosse) . . . Over 50%: La Crosse; 28 - 49%: MINN.: Houston; WIS.: Monroe, Vernon.	179.3	66.4	1,925,648	1,091,410	235,632	147,363	77,743	227,856	28,281	45.4
MADISON (Dane) . . . Over 50%: Dane; 28 - 49%: Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	583.5	228.0	7,092,609	4,741,973	846,016	446,605	432,396	1,107,548	111,023	42.0
MILWAUKEE (Milwaukee) . . . Over 50%: Milwaukee, Ozaukee, Washington, Waukesha.	1,401.3	537.5	18,616,645	9,863,013	2,285,819	1,307,347	552,185	2,247,941	287,360	70.5
RACINE (Racine) . . . Over 50%: Racine.	176.1	64.8	2,214,991	1,039,743	243,720	146,274	50,645	231,158	35,249	52.5
SHEBOYGAN (Sheboygan) . . . Over 50%: Sheboygan.	103.3	38.4	1,290,346	558,198	124,815	95,671	23,625	133,477	15,716	61.1
WYOMING										
CASPER (Natrona) . . . Over 50%: Natrona; 28 - 49%: Carbon, Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	154.6	57.1	1,454,903	859,646	204,619	89,602	30,928	189,002	17,708	41.5

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1993 PROJECTIONS

Regional and State Summaries for 1993 Projections



SALES ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

REGION State	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average	1993	%	Retail Sales	BUYING			
	Total Pop. (Thous.)	Total Pop. (Thous.)	Change 1988- 1993	Total Pop. (Thous.)	Change 1988- 1993	Total GDP (\$Bil.)	Change 1988- 1993	Household GDP 1993	Total Retail Sales (\$Bil.)	Change 1988- 1993	Per Household	POWER INDEX			
NEW ENGLAND															
Connecticut	3,266.6	3,247.8	2.5	1,264.9	5.1	80,679,017	47.3	45,497	63,783	41,201,689	50.0	22,814	32,573	1,6604	1,6292
Maine	1,204.5	1,216.1	3.5	483.9	6.8	21,308,418	53.2	30,704	44,035	14,415,619	54.9	20,538	29,790	.4946	.3011
Massachusetts	5,908.0	6,014.6	1.8	2,330.4	4.6	133,636,318	45.8	41,154	57,345	73,189,012	49.2	22,013	31,406	2,8710	2,7947
New Hampshire	1,091.5	1,192.9	9.3	456.7	11.9	25,273,473	57.0	39,446	55,339	16,889,606	60.4	25,791	36,982	.5436	.5699
Rhode Island	995.3	1,031.3	2.6	383.4	4.4	19,387,883	50.0	35,274	50,568	10,729,688	51.4	19,333	27,986	.4211	.4183
Vermont	554.8	580.7	4.3	227.4	7.7	9,880,484	52.8	30,635	43,450	6,899,342	54.6	21,143	30,340	.2323	.2332
MIDDLE ATLANTIC															
New Jersey	7,764.2	7,999.2	3.0	3,025.9	5.7	190,810,888	48.1	45,010	63,059	88,969,963	50.4	20,670	29,403	3,8118	3,7562
New York	18,029.4	18,302.7	1.5	7,084.5	4.1	352,118,834	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7,6757	7,3303
Pennsylvania	12,045.8	12,106.9	.8	4,726.4	3.3	213,366,141	48.4	32,069	43,145	114,777,147	45.9	17,193	24,384	4,9067	4,6325
EAST NORTH CENTRAL															
Illinois	11,674.3	11,782.1	.8	4,485.9	3.5	223,664,533	46.8	35,150	49,859	112,119,809	48.1	17,463	24,994	4,8154	4,6823
Indiana	5,977.2	5,932.4	.4	2,117.2	3.2	90,869,720	50.1	29,513	42,920	52,464,830	48.6	17,216	24,780	2,0861	2,0522
Michigan	9,353.3	9,381.9	.5	3,529.5	3.1	163,879,199	48.1	32,329	46,431	89,094,437	47.7	17,601	25,217	3,6626	3,5730
Ohio	10,896.1	10,899.5	.0	4,240.7	2.8	184,455,283	47.2	30,368	43,496	96,489,588	45.0	16,127	22,753	4,1417	4,0029
Wisconsin	4,869.6	4,927.7	1.2	1,902.6	3.8	86,296,830	49.6	31,477	45,357	47,303,496	49.3	17,286	24,863	1,9145	1,8857
WEST NORTH CENTRAL															
Iowa	2,847.4	2,811.3	-1.3	1,120.4	1.3	45,227,720	47.6	27,706	40,367	24,080,454	41.6	15,375	21,493	1,0413	.9974
Kansas	2,511.3	2,583.9	2.9	1,006.7	5.0	45,653,846	49.3	31,880	45,350	21,701,012	44.8	15,628	21,557	.9762	.9554
Minnesota	4,726.8	4,662.1	3.1	1,709.3	5.7	81,957,162	52.3	33,292	47,948	47,808,881	52.6	19,374	27,970	1,8010	1,8093
Missouri	5,205.0	5,350.6	2.8	2,022.4	4.5	88,790,902	47.8	31,044	43,904	48,467,273	47.5	16,981	23,965	2,0026	1,9595
Nebraska	1,610.1	1,624.8	.9	629.9	3.0	27,434,291	48.6	30,170	43,553	14,785,916	47.2	16,435	23,473	.6150	.6009
North Dakota	686.3	697.4	1.6	260.6	4.3	10,468,693	49.6	28,011	40,172	8,680,508	43.7	17,995	24,791	.2320	.2452
South Dakota	722.5	738.3	2.2	281.3	4.3	10,732,177	49.2	26,657	38,152	8,353,388	45.9	15,878	22,220	.2541	.2486
SOUTH ATLANTIC															
Delaware	654.2	685.8	4.8	254.2	7.4	12,718,535	52.0	35,340	50,034	7,772,463	53.1	21,446	30,576	.2823	.2845
District of Columbia	623.8	613.2	-1.7	254.6	-2	13,014,099	41.8	35,960	51,116	5,186,028	39.5	14,342	20,055	.2670	.2498
Florida	12,506.5	14,020.2	12.1	5,799.5	14.6	292,734,523	61.3	30,963	43,579	182,893,194	60.9	18,776	26,363	5,3053	5,6658
Georgia	6,439.0	6,936.3	7.7	2,566.6	10.4	112,250,540	55.1	31,135	43,735	88,889,980	55.0	18,150	25,477	2,4738	2,5405
Maryland	4,666.0	4,917.4	5.4	1,833.6	7.8	100,741,064	48.8	38,819	54,942	51,107,813	51.0	19,909	27,873	2,1016	2,0871
North Carolina	6,554.1	6,918.5	5.6	2,666.9	8.9	108,883,041	55.2	28,619	40,797	84,382,883	55.6	16,879	24,123	2,4314	2,4906
South Carolina	3,511.0	3,712.2	5.7	1,380.8	8.8	53,787,984	56.7	27,058	38,954	31,427,796	55.5	15,932	22,761	1,2138	1,2485
Virginia	6,047.2	6,426.3	6.3	2,352.9	8.6	124,935,700	53.7	37,511	53,099	68,481,747	57.6	20,055	29,105	2,6098	2,6755
West Virginia	1,919.7	1,897.1	-1.2	743.1	1.7	25,694,406	53.2	22,976	34,578	16,190,828	50.6	14,718	21,788	.6258	.6203
EAST SOUTH CENTRAL															
Alabama	4,165.3	4,294.9	3.1	1,635.0	5.8	59,940,448	53.0	25,362	36,661	38,408,466	50.0	13,999	19,834	1,3714	1,3720
Kentucky	3,773.2	3,812.9	1.1	1,427.8	3.8	56,398,211	55.1	26,427	39,500	35,486,136	54.1	16,732	24,855	1,3196	1,3337
Mississippi	2,667.4	2,725.5	2.2	987.1	5.2	34,399,369	56.3	23,471	34,849	19,499,673	50.7	13,797	19,755	.8115	.8183
Tennessee	4,948.2	5,130.9	3.7	1,966.4	6.6	81,494,784	56.0	28,043	41,026	44,306,820	51.5	15,699	22,305	1,7876	1,8132
WEST SOUTH CENTRAL															
Arkansas	2,435.4	2,512.8	3.2	948.0	5.3	34,291,071	52.5	25,022	36,172	18,774,910	47.3	14,155	19,805	.7974	.7919
Louisiana	4,467.9	4,554.8	1.9	1,649.2	4.4	61,890,513	55.5	25,202	37,528	37,127,094	44.2	16,299	22,512	1,4816	1,4703
Oklahoma	3,317.5	3,459.3	4.3	1,328.2	5.7	46,485,634	53.1	24,156	34,999	26,817,349	39.7	13,272	20,191	1,1148	1,0941
Texas	16,918.9	18,347.7	8.4	6,692.2	10.7	290,765,861	57.9	30,440	43,448	161,016,085	47.2	18,088	24,060	6,3730	6,5086
MOUNTAIN															
Arizona	3,550.5	4,031.2	13.5	1,594.7	16.9	65,319,789	61.9	29,576	40,961	39,347,203	63.2	17,678	24,674	1,3867	1,4937
Colorado	3,369.9	3,628.5	7.7	1,443.7	10.1	64,276,406	60.1	30,624	44,522	32,359,943	48.5	16,610	22,401	1,3262	1,3661
Idaho	1,025.9	1,060.7	3.4	381.3	5.5	15,327,901	55.5	27,261	40,199	7,459,456	45.4	14,196	19,563	.3375	.3377
Montana	819.9	836.7	2.0	333.6	4.6	12,388,874	52.7	25,307	36,957	6,339,745	39.3	14,267	19,004	.2812	.2745
Nevada	1,069.7	1,222.4	14.3	513.3	16.7	23,757,871	68.8	32,003	46,285	12,361,160	55.5	18,072	24,082	.4615	.5008
New Mexico	1,537.9	1,663.6	8.2	612.9	10.6	28,318,782	56.7	25,595	36,249	12,523,832	50.2	15,032	20,434	.5083	.5201
Utah	1,719.3	1,833.4	6.6	578.1	7.9	24,733,135	60.8	28,724	42,816	13,846,723	54.8	16,685	23,952	.5537	.5766
Wyoming	490.1	499.8	2.0	195.1	5.5	7,528,433	59.1	25,587	38,588	3,932,142	42.5	14,923	20,154	.1672	.1676
PACIFIC															
Alaska	538.2	608.7	13.1	216.0	16.4	12,523,470	62.4	41,546	57,977	5,846,479	49.0	21,136	27,067	.2411	.2530
California	28,549.3	31,331.5	9.7	11,543.3	10.4	648,531,602	52.2	40,748	56,183	361,588,848	53.8	18,717	26,076	12,8435	13,0895
Hawaii	1,104.5	1,175.3	6.4	387.0	9.7	22,227,049	54.7	40,728	57,434	11,838,574	52.7	21,970	30,591	.4656	.4743
Oregon	2,755.6	2,804.9	1.8	1,120.1	4.3	48,832,784	57.4	28,872	43,597	26,793,391	51.2	14,497	23,922	1,0531	1,0588
Washington	4,630.2	4,891.6	5.6	1,976.1	8.5	94,322,835	53.7	33,685	47,732	45,919,243	52.3	16,532	23,237	1,9270	1,9328
TOTAL UNITED STATES															
	247,930.3	259,246.5	4.6	98,693.3	6.9	4,680,361,679	51.4	33,198	48,997	2,486,562,388	48.6	17,746	24,989	108,0880	108,0880

1993 PROJECTIONS

Metro Market Projections



SEMI ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	1988	1993	1988	1993
								1988 1993							
ALABAMA															
ANNISTON	125.3	127.5	1.8	47.3	4.6	1,673,281	58.8	34,548	35,373	693,038	35.3	11,387	14,652	.0576	.0663
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,231	50.8	34,748	35,373	693,038	35.3	11,387	14,652	.0576	.0563
BERMINGHAM	934.9	958.9	2.6	375.8	5.2	14,632,111	51.6	27,825	36,936	7,734,050	47.2	14,744	20,633	.2295	.3259
Bloom	42.1	45.1	7.1	17.2	10.3	477,381	58.9	19,263	27,735	143,086	48.9	6,373	8,610	.0101	.0104
Jefferson	683.0	684.4	.2	274.4	3.0	11,002,461	48.4	27,828	40,097	6,481,980	47.3	14,990	24,331	.2591	.3327
St. Clair	30.3	35.2	9.3	19.9	12.4	635,489	62.0	22,171	31,944	152,734	43.3	5,939	7,675	.0124	.0130
Shelby	88.0	101.8	15.7	36.8	18.7	1,622,400	71.6	30,597	44,087	336,578	53.4	7,400	9,490	.0246	.0296
Walker	71.3	72.4	1.5	27.5	4.3	893,980	50.1	22,561	32,508	414,480	37.0	11,467	15,079	.0211	.0202
BICATUR	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	34,373	873,187	32.3	15,088	21,141	.0345	.0352
Morgan	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	34,373	873,187	32.3	15,088	21,141	.0345	.0352
BOTHAM	133.0	137.9	3.7	51.6	6.6	1,863,349	53.5	25,874	36,112	1,408,346	54.8	18,798	27,294	.0472	.0477
Dale	49.5	49.8	.6	17.4	3.6	647,378	49.2	25,823	37,206	250,975	46.2	10,214	14,424	.0141	.0138
Houston	63.5	68.1	5.5	34.2	8.2	1,215,991	58.0	24,675	35,335	1,157,371	54.3	23,361	33,841	.0301	.0339
FLORENCE	140.8	141.7	1.3	55.6	3.9	1,979,636	49.9	34,692	35,499	1,146,963	38.2	14,530	20,780	.0471	.0466
Calhoun	35.0	54.6	-7	21.6	2.4	703,603	47.5	22,408	32,574	492,230	53.0	13,054	22,789	.0181	.0178
Lauderdale	83.0	87.1	2.5	34.0	4.9	1,276,233	51.2	26,049	37,536	674,713	46.9	14,172	19,845	.0290	.0287
GADSDEN	104.0	103.6	-.4	40.5	2.8	1,326,895	47.8	22,908	33,010	642,984	34.0	12,087	15,874	.0321	.0302
Etowah	104.0	103.6	-.4	40.5	2.0	1,326,895	47.0	22,908	33,010	642,904	34.0	12,087	15,874	.0321	.0302
HUNTSVILLE	242.0	267.8	10.7	104.9	14.6	5,255,687	64.3	34,770	50,100	2,366,643	57.7	16,445	22,732	.0994	.1065
Madison	242.0	267.8	10.7	104.9	14.0	5,255,687	64.3	34,770	50,100	2,366,643	57.7	16,445	22,732	.0994	.1065
MOBILE	488.1	509.8	4.4	192.4	7.4	7,482,870	54.7	37,482	39,312	4,705,244	54.6	16,996	24,484	.1783	.1785
Baldwin	98.1	106.0	10.3	40.5	13.4	1,558,801	63.5	26,713	38,480	646,879	61.2	15,099	21,484	.0322	.0356
Mobile	392.0	403.8	3.0	151.9	5.9	6,042,249	52.6	27,612	39,783	3,836,345	53.2	17,448	25,250	.1421	.1429
MONTGOMERY	305.8	322.0	5.6	120.8	8.5	4,859,867	56.4	27,810	40,045	2,853,963	56.2	16,414	23,636	.1067	.1130
Autauga	37.2	39.9	7.3	14.0	10.2	577,110	58.8	28,381	40,894	253,512	59.7	12,500	18,100	.0118	.0134
Elmore	30.6	54.0	6.7	18.8	9.3	670,395	57.3	24,749	35,689	202,739	48.0	8,006	10,837	.0136	.0140
Montgomery	218.0	229.1	5.1	88.0	8.1	3,596,962	58.8	28,340	40,873	2,296,712	56.6	16,801	23,236	.0830	.0836
TUSCALOOSA	147.4	152.6	3.5	58.2	6.8	2,600,428	53.9	34,213	34,887	1,259,398	49.7	18,440	21,639	.0488	.0490
Tuscaloosa	147.4	152.6	3.5	58.2	6.8	2,600,428	53.9	34,213	34,887	1,259,398	49.7	18,440	21,639	.0488	.0490
TOTAL METRO COUNTIES	2,773.6	2,864.9	4.8	1,108.3	6.8	43,320,748	54.2	27,869	39,688	24,003,889	50.8	15,238	21,688	.0798	.0818
TOTAL STATE	4,166.3	4,294.9	3.1	1,635.8	5.8	59,940,448	53.0	25,362	36,461	32,428,466	50.0	13,999	19,834	1.3714	1.3790
ALASKA															
ANCHORAGE	223.0	249.6	11.9	96.1	15.8	5,445,508	62.0	42,140	58,954	2,106,941	47.2	25,442	32,351	.1137	.1151
Anchorage	223.0	249.6	11.9	96.1	15.8	5,445,508	62.0	42,140	58,954	2,106,941	47.2	25,442	32,351	.1137	.1151
TOTAL METRO COUNTIES	223.0	249.6	11.9	96.1	15.8	5,445,508	62.0	42,140	58,954	2,106,941	47.2	25,442	32,351	.1137	.1151
TOTAL STATE	338.5	600.7	13.1	216.0	16.4	12,523,870	62.4	41,516	57,977	5,846,679	49.0	21,136	27,867	.2411	.2530
ARIZONA															
PHOENIX	2,057.4	2,368.3	15.9	965.2	19.2	43,387,494	64.6	32,548	44,982	28,764,189	64.3	19,108	26,693	.0796	.0651
Marijuana	2,057.4	2,368.3	15.9	965.2	19.2	43,387,494	64.6	32,548	44,982	28,764,189	64.3	19,108	26,693	.0796	.0651
TUCSON	680.8	717.1	10.3	293.8	13.5	16,951,298	56.7	26,940	37,207	6,841,947	60.1	14,503	23,288	.2446	.2564
Pima	680.8	717.1	10.3	293.8	13.5	16,951,298	56.7	26,940	37,207	6,841,947	60.1	14,503	23,288	.2446	.2564
TOTAL METRO COUNTIES	2,738.2	3,085.4	14.6	1,259.0	17.8	60,338,792	60.8	31,187	42,189	35,606,136	64.1	18,407	25,986	1.1242	1.2215
TOTAL STATE	3,380.5	4,631.3	13.1	1,994.7	16.9	65,319,789	61.9	29,576	40,961	39,247,383	63.3	17,670	24,674	1.3067	1.4937
ARKANSAS															
PAYETTEVILLE-SPRINGDALE	112.4	119.1	6.0	46.1	8.7	1,777,191	54.9	26,709	38,551	1,104,238	51.9	17,145	23,955	.0408	.0419
Washington	112.4	119.1	6.0	46.1	8.7	1,777,191	54.9	26,709	38,551	1,104,238	51.9	17,145	23,955	.0408	.0419
PORT SMITH	103.8	105.3	1.5	74.3	8.3	2,791,770	58.9	28,284	36,340	1,261,898	48.6	13,823	18,230	.0406	.0408
Crawford	64.7	69.1	6.8	17.4	12.1	623,375	61.8	24,541	35,419	166,599	48.0	7,274	9,409	.0120	.0126
Sebastian	102.5	106.3	3.7	42.8	4.2	1,743,035	53.3	28,215	40,725	1,079,416	43.3	18,664	25,220	.0406	.0401
Sequoyia, Okla.	36.6	39.9	9.0	13.9	10.3	333,360	59.5	14,442	24,127	716,877	42.9	4,493	8,408	.0080	.0081
LITTLE ROCK-NORTH LITTLE ROCK	521.8	565.2	8.3	204.8	6.5	9,872,814	53.4	30,766	44,201	5,248,299	56.9	18,086	26,626	.2821	.2899
Faulkner	57.5	63.9	11.1	23.3	14.8	975,630	65.7	29,010	41,873	399,630	54.0	12,785	17,152	.0189	.0203
Lewis	40.7	43.9	7.9	18.6	10.6	306,348	59.7	22,487	32,439	205,067	45.5	9,997	13,145	.0110	.0114
Pulaski	262.7	372.2	24.4	143.3	4.5	6,734,310	50.9	32,561	46,995	4,385,444	51.5	21,110	30,605	.1350	.1517
Saline	40.9	65.2	7.1	22.6	8.7	856,497	56.8	26,235	37,898	257,936	40.7	8,813	11,413	.0172	.0175
PINE BLUFF	90.3	98.8	9.3	31.2	.9	1,114,348	44.4	34,748	35,716	688,996	39.5	13,718	21,923	.0288	.0271
Jefferson	90.3	98.8	9.3	31.2	.9	1,114,348	44.4	34,748	35,716	688,996	39.5	13,718	21,923	.0288	.0271
TEXARKANA	125.3	126.9	1.8	47.8	8.8	1,767,480	51.1	34,999	36,734	1,389,138	47.4	18,183	25,296	.0432	.0439
Miller	30.3	40.0	1.8	14.8	3.5	553,726	49.4	23,922	37,414	278,236	40.1	13,885	18,800	.0128	.0125
Bowie, Tex.	83.0	86.9	4.7	33.0	6.8	1,133,077	52.8	24,571	34,967	936,690	49.7	18,128	26,209	.0304	.0304
TOTAL METRO COUNTIES	961.9	999.5	3.9	374.8	6.1	18,440,867	61.1	28,548	41,198	9,284,787	49.3	17,839	24,693	.2552	.2604
TOTAL STATE	2,486.4	2,512.8	1.1	948.8	1.1	34,291,471	52.3	28,822	36,173	19,774,977	47.5	14,168	19,888	.2974	.2919

1993 PROJECTIONS



SEMM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME			RETAIL SALES			BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1986- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1986- 1993	1993 Total EBI (\$000)	% Change 1986- 1993	Average Household EBI 1986 1993	1993 Total Retail Sales (\$000)	% Change 1986- 1993	Retail Sales Per Household 1986 1993	1986	1993
CALIFORNIA													
ANAHEIM-SANTA ANA	2,273.7	2,477.1	8.9	883.2	9.3	57,439,097	51.0	47,061	65,035	27,704,551	55.1	22,100	31,368
Orange	2,273.7	2,477.1	8.9	883.2	9.3	57,439,097	51.0	47,061	65,035	27,704,551	55.1	22,100	31,368
BAKERSFIELD	519.4	585.4	12.7	209.1	14.0	10,062,948	57.6	34,825	48,125	4,583,500	50.2	16,642	21,920
Kern	519.4	585.4	12.7	209.1	14.0	10,062,948	57.6	34,825	48,125	4,583,500	50.2	16,642	21,920
CHICO	176.0	194.0	10.2	78.8	11.3	2,922,380	53.8	26,841	37,086	1,693,109	57.0	15,234	21,486
Butte	176.0	194.0	10.2	78.8	11.3	2,922,380	53.8	26,841	37,086	1,693,109	57.0	15,234	21,486
FRESNO	613.7	669.2	9.0	243.4	10.8	11,830,904	53.2	35,174	48,607	5,131,924	45.6	16,048	21,084
Fresno	613.7	669.2	9.0	243.4	10.8	11,830,904	53.2	35,174	48,607	5,131,924	45.6	16,048	21,084
LOS ANGELES-LONG BEACH	8,704.7	9,441.1	8.5	3,427.6	8.4	194,027,603	49.8	40,961	56,607	89,723,055	51.3	18,751	26,177
Los Angeles	8,704.7	9,441.1	8.5	3,427.6	8.4	194,027,603	49.8	40,961	56,607	89,723,055	51.3	18,751	26,177
LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA	13,911.2	15,300.7	10.0	5,514.9	10.3	315,020,354	52.2	41,400	57,122	142,820,230	52.3	18,766	26,078
MERCED	175.0	198.2	13.3	63.8	13.1	2,603,292	54.9	29,534	40,804	1,403,079	59.1	15,496	21,992
Merced	175.0	198.2	13.3	63.8	13.1	2,603,292	54.9	29,534	40,804	1,403,079	59.1	15,496	21,992
MODESTO	342.1	385.7	12.7	135.2	12.4	6,131,420	55.3	32,820	45,351	2,155,041	56.1	16,797	23,336
Stanislaus	342.1	385.7	12.7	135.2	12.4	6,131,420	55.3	32,820	45,351	2,155,041	56.1	16,797	23,336
OAKLAND	2,009.1	2,145.9	6.8	842.8	8.3	51,562,558	49.9	44,219	61,180	22,601,213	53.8	18,892	26,817
Alameda	2,009.1	2,145.9	6.8	842.8	8.3	51,562,558	49.9	44,219	61,180	22,601,213	53.8	18,892	26,817
Contra Costa	765.4	827.2	8.1	317.5	9.7	22,567,699	51.7	51,437	71,079	8,624,015	55.8	19,137	27,162
OXNARD-VENTURA	645.1	710.3	10.1	236.7	11.0	15,220,890	53.4	46,533	64,305	5,943,837	53.8	18,117	25,111
Ventura	645.1	710.3	10.1	236.7	11.0	15,220,890	53.4	46,533	64,305	5,943,837	53.8	18,117	25,111
Redding	140.4	153.8	9.5	57.8	9.7	2,306,903	51.5	28,893	39,912	1,401,990	54.7	17,200	24,256
Shasta	140.4	153.8	9.5	57.8	9.7	2,306,903	51.5	28,893	39,912	1,401,990	54.7	17,200	24,256
RIVERSIDE-SAN BERNARDINO	2,287.7	2,672.2	16.8	969.4	18.5	48,332,764	63.8	36,156	49,942	20,448,795	59.7	15,693	21,138
Riverside	990.0	1,158.3	17.0	425.7	18.8	21,087,052	64.2	35,847	49,535	9,323,335	59.8	16,284	21,901
San Bernardino	1,297.7	1,513.9	16.7	543.7	18.3	27,245,712	63.5	36,398	50,297	11,125,460	59.6	15,231	20,538
SACRAMENTO	1,398.2	1,568.2	12.2	619.5	13.8	31,985,337	57.4	37,467	51,786	15,104,918	58.6	17,529	24,418
El Dorado	121.9	141.7	16.2	52.6	15.4	2,580,592	59.4	35,500	49,061	893,660	49.2	13,136	16,990
Placer	137.2	181.7	32.5	67.7	17.0	3,756,419	61.7	39,578	54,679	1,976,192	66.1	20,269	28,766
Sacramento	986.0	1,100.6	11.6	442.5	13.7	23,029,469	57.1	37,663	52,044	11,227,041	59.2	18,115	25,373
Yolo	133.1	144.2	8.3	54.8	10.0	2,618,857	52.0	34,588	47,789	1,007,377	47.3	13,736	18,383
SALINAS-SEASIDE-MONTEREY	352.8	383.8	9.0	126.1	9.4	6,726,143	51.1	38,604	53,340	3,055,437	48.2	17,881	24,230
Monterey	352.8	383.8	9.0	126.1	9.4	6,726,143	51.1	38,604	53,340	3,055,437	48.2	17,881	24,230
SAN DIEGO	2,382.0	2,690.1	12.9	988.8	14.0	56,939,063	57.5	41,672	57,584	26,106,721	61.8	18,602	26,402
San Diego	2,382.0	2,690.1	12.9	988.8	14.0	56,939,063	57.5	41,672	57,584	26,106,721	61.8	18,602	26,402
SAN FRANCISCO	1,605.5	1,673.3	4.3	711.3	5.3	45,267,036	43.4	46,218	63,809	23,633,661	49.5	23,411	33,226
Marin	228.9	232.4	1.5	99.8	3.9	7,670,436	43.5	55,623	76,858	3,329,506	47.4	23,506	33,362
San Francisco	748.6	790.5	5.6	353.8	6.1	20,201,778	46.6	41,321	57,099	11,627,307	50.6	23,154	32,864
San Mateo	628.0	650.4	3.6	257.7	4.8	17,514,822	44.9	49,185	67,966	8,676,846	48.8	23,722	33,670
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA	6,073.9	6,470.3	6.5	2,521.1	7.3	156,401,937	48.3	45,544	63,830	72,813,733	51.6	20,485	28,882
SAN JOSE	1,437.4	1,518.0	5.6	538.1	5.7	38,261,385	46.1	51,455	71,105	17,087,965	50.1	22,374	31,756
Santa Clara	1,437.4	1,518.0	5.6	538.1	5.7	38,261,385	46.1	51,455	71,105	17,087,965	50.1	22,374	31,756
SANTA BARBARA-SANTA MARIA	347.0	374.4	7.9	143.7	9.8	7,994,064	51.7	40,259	55,630	4,827,830	55.8	23,671	33,597
Santa Barbara	347.0	374.4	7.9	143.7	9.8	7,994,064	51.7	40,259	55,630	4,827,830	55.8	23,671	33,597
SANTA CRUZ	234.4	261.2	11.4	96.6	10.4	5,360,939	52.5	40,164	55,496	2,076,815	48.9	15,937	21,499
Santa Cruz	234.4	261.2	11.4	96.6	10.4	5,360,939	52.5	40,164	55,496	2,076,815	48.9	15,937	21,499
SANTA ROSA-PETALUMA	368.2	407.5	10.7	144.4	12.6	9,071,311	55.6	39,929	55,178	3,651,653	53.4	16,310	22,212
Sonoma	368.2	407.5	10.7	144.4	12.6	9,071,311	55.6	39,929	55,178	3,651,653	53.4	16,310	22,212
STOCKTON	467.2	540.6	15.7	182.9	14.3	8,478,533	58.0	33,548	46,356	4,009,021	58.0	15,861	21,919
San Joaquin	467.2	540.6	15.7	182.9	14.3	8,478,533	58.0	33,548	46,356	4,009,021	58.0	15,861	21,919
VALLEJO-FAIRFIELD-NAPA	419.3	464.4	10.8	167.9	12.5	8,758,708	53.8	37,880	52,166	2,762,438	59.0	15,860	22,409
Napa	106.5	111.3	4.5	43.5	6.1	2,640,908	46.6	43,944	60,711	858,830	46.3	14,318	19,743
Solano	312.8	353.1	12.9	124.4	15.0	6,117,800	58.9	35,589	49,178	2,903,595	63.2	16,445	23,341
VISALIA-TULARE-PORTERVILLE	301.5	333.2	10.5	108.2	10.0	4,072,264	51.9	27,239	37,636	2,728,927	56.1	17,770	25,221
Tulare	301.5	333.2	10.5	108.2	10.0	4,072,264	51.9	27,239	37,636	2,728,927	56.1	17,770	25,221
YUBA CITY	119.9	129.9	8.3	48.1	9.6	1,935,282	51.4	29,120	40,235	995,648	53.3	14,796	20,700
Sutter	62.6	68.3	9.1	25.2	10.0	1,083,732	52.0	31,133	43,005	581,308	56.2	16,255	23,068
Yuba	57.3	61.6	7.5	22.9	9.0	851,550	50.6	26,926	37,186	414,340	49.4	13,205	18,093
TOTAL METRO COUNTIES	27,319.5	29,977.5	9.7	11,040.5	10.3	627,410,824	52.1	41,216	56,828	290,831,167	53.8	18,954	26,342
TOTAL STATE	28,549.3	31,331.5	9.7	11,343.3	10.4	648,531,682	52.2	40,748	56,183	301,002,843	53.8	18,717	26,076
COLORADO													
BOULDER-LONGMONT	221.4	239.3	8.1	93.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538
Boulder	221.4	239.3	8.1	93.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538
COLORADO SPRINGS	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153
El Paso	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153

COLORADO

BOULDER-LONGMONT	221.4	239.3	8.1	93.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538
Boulder	221.4	239.3	8.1	93.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538
COLORADO SPRINGS	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153
El Paso	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153

1993 PROJECTIONS

COLO. (cont.)



S&M ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average Household EBI		1993	%	Retail Sales Per Household		1988	1993
	Total Pop. (Thous.)	Total Pop. (Thous.)	Change 1988-1993	Total Pop. (Thous.)	Change 1988-1993	Total EBI (\$000)	Change 1988-1993	1988 1993		Total Retail Sales (\$000)	Change 1988-1993	1988 1993			
DENVER	1,684.5	1,823.4	8.2	740.3	10.3	36,533,977	60.5	33,898	49,337	17,066,768	46.6	17,334	23,848	.7306	.7419
Adams	285.5	305.8	7.1	115.6	10.0	5,110,775	58.9	30,601	44,211	2,737,276	47.9	17,614	23,679	.1094	.1119
Arapahoe	402.8	467.0	15.9	185.7	18.7	10,295,342	71.4	38,370	55,441	5,496,186	58.3	22,179	29,597	.1941	.2138
Denver	504.7	508.2	.7	236.6	2.8	9,653,266	48.6	28,241	40,800	4,405,624	33.1	14,388	18,621	.2074	.1968
Douglas	46.5	55.6	19.6	17.4	20.8	1,113,623	74.6	44,294	64,001	304,869	75.3	12,078	17,321	.0173	.0200
Jefferson	445.0	486.8	9.4	185.2	11.9	10,360,971	61.7	38,725	55,945	4,122,813	45.4	17,130	22,261	.1924	.1994
DENVER-BOULDER CONSOLIDATED															
AREA	1,965.9	2,062.7	8.2	826.2	10.3	40,990,510	60.4	33,625	48,980	19,797,883	48.1	17,640	23,676	.8146	.8487
PORT COLLINS-LOVELAND															
AREA	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.8	16,720	23,481	.8691	.8747
Larimer	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.8	16,720	23,481	.8691	.8747
GRAND															
Weld	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.8431	.8435
Weld	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.8431	.8435
PUEBLO															
Pueblo	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.8423	.8407
Pueblo	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.8423	.8407
TOTAL METRO COUNTIES	2,761.8	2,999.8	8.6	1,199.7	11.8	55,269,604	61.2	31,787	46,183	27,642,598	49.8	17,863	23,841	1.1211	1.1642
TOTAL STATE	3,269.9	3,628.5	7.7	1,403.7	10.1	64,376,406	60.1	30,424	44,522	32,399,943	48.5	16,610	22,401	1.3262	1.3661

CONNECTICUT

BRIDGEPORT-STAMFORD															
NORWALK-DANBURY	830.9	863.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
Fairfield	830.9	863.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
HARTFORD-NEW BRITAIN															
MIDDLETOWN-BRISTOL	1,117.4	1,153.1	3.2	441.3	5.9	26,611,193	48.5	42,970	60,202	14,122,902	51.2	22,410	32,003	.5338	.5478
Hartford	847.0	868.2	2.5	337.2	5.1	20,158,621	47.5	42,608	59,782	11,401,735	50.3	23,647	33,813	.4304	.4230
Middlesex	142.4	130.2	5.5	58.3	8.4	3,533,432	52.0	43,196	60,608	1,694,483	54.9	20,327	29,083	.0896	.0704
Tolland	128.0	124.7	5.2	45.8	8.3	2,919,140	51.9	45,427	63,737	1,026,082	54.8	15,678	22,417	.0538	.0544
NEW HAVEN-WATERTOWN															
MERIDEN	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3696
New Haven	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3696
NEW LONDON-NORWICH															
New London	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1132	.1125
New London	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1132	.1125
TOTAL METRO COUNTIES	2,995.7	3,065.0	2.3	1,157.8	4.9	74,488,411	47.1	45,885	64,336	38,646,338	49.8	23,368	33,379	1.5407	1.5096
TOTAL STATE	3,366.6	3,367.8	2.5	1,264.9	5.1	80,679,017	47.3	46,497	63,783	41,201,699	50.0	22,814	32,573	1.6604	1.6292

DELAWARE

WILMINGTON															
New Castle	426.9	442.0	3.5	164.6	6.2	9,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1932	.1953
Coast, Md.	71.0	77.3	8.9	27.4	11.8	1,367,036	53.1	33,789	46,242	510,080	43.8	14,480	18,618	.0258	.0259
Salem, N. J.	66.8	67.4	.9	23.4	4.1	1,386,992	45.8	44,614	62,480	376,456	48.9	10,947	14,821	.0279	.0269
TOTAL METRO COUNTIES	426.9	442.0	3.5	164.6	6.2	9,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1932	.1953
TOTAL STATE	654.2	685.8	4.8	254.2	7.4	12,718,538	52.8	35,340	50,894	7,772,468	52.1	21,446	30,376	.2823	.2846

DISTRICT OF COLUMBIA

WASHINGTON	3,729.8	4,008.5	7.5	1,537.3	9.7	168,273,587	53.4	48,038	67,178	49,261,513	56.5	22,454	32,844	1.9736	2.8228
District of Columbia	623.8	613.2	-1.7	254.6	-3	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,053	.2670	.3496
Calvert, Md.	30.6	39.1	16.8	20.0	19.8	1,024,952	63.9	37,445	51,248	188,869	50.5	7,516	9,443	.0165	.0180
Charles, Md.	99.5	112.8	13.7	36.1	18.8	1,952,545	62.5	39,133	53,535	546,381	51.6	11,854	15,135	.0339	.0362
Frederick, Md.	144.0	161.2	11.9	56.2	14.5	2,957,189	56.6	38,440	52,619	1,380,866	56.6	17,958	24,571	.0285	.0610
Montgomery, Md.	712.3	794.8	11.6	309.2	14.3	23,634,842	54.4	55,838	78,439	11,115,552	61.5	23,447	35,949	.4301	.4513
Prince George's, Md.	700.6	716.8	2.3	262.2	4.8	14,051,246	43.5	44,733	61,218	8,674,610	48.6	23,418	33,084	.3464	.3338
Alexandria city, Va.	112.3	117.4	4.5	60.3	7.5	4,137,415	50.7	48,944	66,614	2,042,175	53.6	23,695	33,967	.0791	.0786
Arlington, Va.	168.6	163.3	-3.7	80.5	4.5	5,371,653	46.6	49,367	69,213	2,508,472	49.4	20,063	26,677	.1033	.1088
Fairfax, Va.	740.1	824.3	11.7	312.6	14.9	25,549,541	61.7	58,295	81,733	11,491,216	64.3	23,718	36,760	.4472	.4795
Fairfax city, Va.	30.0	20.0	.0	7.4	1.4	6,679,049	42.1	39,758	63,780	1,636,443	60.5	14,388	22,844	.0276	.0284
Falls Church city, Va.	9.7	8.9	-2.1	4.8	4.3	375,708	46.3	33,640	48,273	584,713	63.2	16,950	21,815	.0115	.0120
Landover, Va.	75.6	87.6	15.9	30.3	18.4	1,908,653	65.9	44,935	62,980	803,553	49.2	18,401	26,586	.0236	.0371
Manassas city, Va.	30.8	24.1	-15.9	8.3	18.7	498,904	67.9	41,870	58,485	629,379	73.7	31,025	74,043	.0131	.0148
Manassas Park city, Va.	7.4	7.9	6.8	2.4	4.3	119,072	46.2	33,421	49,613	51,134	49.1	9,080	12,972	.0023	.0024
Prince William, Va.	190.8	220.5	15.6	71.7	19.1	4,679,049	67.0	46,546	65,259	2,277,970	70.2	22,238	31,771	.0286	.0352
Stafford, Va.	56.5	65.6	16.1	20.5	17.8	1,197,844	65.3	41,670	58,431	622,152	68.4	14,407	20,593	.0209	.0331
TOTAL METRO COUNTIES	623.8	613.2	-1.7	254.6	-3	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,053	.2670	.3496
TOTAL STATE	623.8	613.2	-1.7	254.6	-3	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,053	.2670	.3496

FLORIDA

BRADENTON	167.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,783	64.2	18,959	27,154	.8823	.8884
Honolulu	187.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,783	64.2	18,959	27,154	.8823	.8884

1993 PROJECTIONS

FLA. (cont.)



SALAMI ESTIMATES

SEMI-ESTIMATES		POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
		12/31/88	12/31/93	%	12/31/93	%	1993	%	Average Household	1993	%	Retail Sales	Per Household			
		Total Pop.	Total Pop.	Change 1988-1993	Total Holds.	Change 1988-1993	Total EBI	Change 1988-1993	1988	1993	Total Retail Sales	Change 1988-1993	1988	1993		
METRO AREA	County	(Thous.)	(Thous.)	1993	(Thous.)	1993	(\$000)	1993	1988	1993	(\$000)	1993	1988	1993	1988	1993
DAYTONA BEACH	Volusia	245.9	395.3	14.3	173.1	17.3	6,878,172	65.1	28,222	39,735	3,943,110	60.7	16,620	22,779	.1408	.1525
FORT LAUDERDALE-HOLLYWOOD-POMPAHO BEACH	Broward	1,214.3	1,330.6	9.6	590.1	12.1	29,556,880	57.8	35,575	50,080	17,958,525	60.5	21,248	30,433	.6085	.6397
FORT MYERS-CAPE CORAL	Lee	307.3	358.8	16.8	157.3	19.5	6,998,983	68.3	31,601	44,494	3,695,921	58.6	17,706	23,496	.1254	.1481
FORT PIERCE	Martin	227.5	265.5	16.7	111.2	19.4	4,422,776	68.1	26,259	39,782	2,766,618	65.7	17,943	24,998	.0921	.1018
	St. Lucie	93.7	109.0	16.3	47.2	19.2	1,991,622	67.8	29,971	42,195	1,062,378	57.8	17,001	22,508	.0394	.0427
FORT WALTON BEACH	Okaloosa	133.8	156.5	17.0	64.0	19.6	2,432,154	68.4	26,991	38,002	1,706,240	71.1	18,640	26,460	.0527	.0591
	Chickasaw	154.1	178.8	16.0	67.2	19.4	2,889,368	68.0	30,539	42,997	1,931,936	71.0	20,072	28,749	.0612	.0684
GAINESVILLE	Alachua	286.8	328.9	9.6	89.4	12.7	3,462,591	58.7	27,513	38,731	2,272,461	57.4	18,181	25,419	.0788	.0836
	Bradford	184.6	202.7	9.8	80.6	12.7	3,175,474	58.7	27,906	39,398	2,088,072	57.3	18,568	25,907	.0719	.0733
JACKSONVILLE	Clay	34.2	26.2	8.3	8.8	12.8	287,117	58.8	23,180	32,637	184,389	61.6	14,631	20,953	.0069	.0073
	Duval	918.0	1,021.2	11.3	397.1	13.8	17,770,422	60.3	31,780	44,750	9,233,654	54.4	17,158	23,253	.3644	.3826
	Hebrew	102.0	119.7	17.4	41.4	19.7	2,019,171	68.5	34,642	48,772	773,509	55.4	14,387	18,684	.0369	.0454
	St. Johns	688.3	752.0	9.3	298.0	12.0	13,318,844	57.7	31,743	44,694	7,398,132	53.5	18,113	24,826	.3816	.2916
LAKELAND-WINTER HAVEN	Polk	46.9	53.5	16.3	19.1	18.6	703,892	67.0	26,180	36,853	394,790	69.9	14,433	20,670	.0146	.0163
	Polk	81.7	96.1	17.8	38.6	20.6	1,738,515	69.8	31,808	44,780	667,223	54.5	13,500	17,286	.0311	.0341
MELBOURNE-TITUSVILLE-PALM BAY	Brevard	401.6	445.7	11.0	172.8	13.8	6,466,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,737	.1451	.1517
	Brevard	401.6	445.7	11.0	172.8	13.8	6,466,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,737	.1451	.1517
MIAMI-MALEAH	Dade	389.1	452.4	16.3	187.3	19.0	7,465,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
	Dade	389.1	452.4	16.3	187.3	19.0	7,465,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
MIAMI-FORT LAUDERDALE	Dade	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
	Dade	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
CONSOLIDATED AREA		3,064.7	3,317.6	8.3	1,363.7	10.3	64,582,885	55.4	33,612	47,359	43,182,944	57.8	22,119	31,666	1.4266	1.4776
NAPLES	Collier	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713
	Collier	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713

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S.M.M. ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

BUYING
POWER
INDEX

METRO AREA County	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average	1993	%	Retail Sales	BUYING			
	Total	Total	Change	Total	Change	Total	Change	Household	Total	Change	Per	1988	1993		
	Pop. (Thous.)	Pop. (Thous.)	1988- 1993	Hhlds. (Thous.)	1988- 1993	EBI (\$000)	1988- 1993	EBI 1988 1993	Retail Sales (\$000)	1988- 1993	Household 1988 1993				
OCALA	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	33,732	33,441	2,361,213	67.5	18,794	26,266	.0701	.0785
Marion	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	33,732	33,441	2,361,213	67.5	18,794	26,266	.0701	.0785
ORLANDO	989.7	1,151.3	16.3	451.6	19.1	30,851,422	67.6	32,889	46,173	10,717,100	68.7	21,448	30,374	.4316	.4885
Orange	627.2	725.0	15.6	287.9	18.6	13,432,579	67.0	33,136	46,657	9,389,806	69.9	22,770	32,615	.2829	.3149
Osceola	95.3	114.0	19.6	45.3	21.4	1,339,968	71.0	24,148	33,995	1,383,510	73.9	21,324	30,541	.0370	.0422
Seminole	267.2	312.3	16.9	118.4	19.5	5,879,075	68.2	35,268	49,654	2,943,784	62.7	18,255	24,863	.1117	.1234
PANAMA CITY	132.6	153.3	15.6	60.2	18.3	1,986,861	66.8	23,436	32,991	1,481,446	57.3	18,515	24,612	.0473	.0514
Bay	132.6	153.3	15.6	60.2	18.3	1,986,861	66.8	23,436	32,991	1,481,446	57.3	18,515	24,612	.0473	.0514
PENSACOLA	355.1	391.1	10.1	147.7	12.7	6,344,290	58.7	38,830	42,277	3,251,148	53.4	16,177	22,012	.1316	.1370
Escambia	284.4	311.9	9.7	118.7	12.3	5,030,361	58.1	30,100	42,379	2,759,885	51.6	17,218	23,251	.1081	.1118
Santa Rosa	70.7	79.2	12.0	29.0	14.6	1,213,929	61.3	29,738	41,860	491,263	64.2	11,229	16,940	.0235	.0252
SARASOTA	261.4	294.7	12.7	136.3	14.8	8,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
Sarasota	261.4	294.7	12.7	136.3	14.8	8,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
TALLAHASSEE	230.1	252.0	9.5	97.1	12.5	4,644,131	58.8	29,664	41,855	2,418,837	60.5	17,460	24,903	.0879	.0927
Gadsden	47.1	49.8	5.7	16.2	8.0	476,169	52.0	20,880	29,393	176,776	38.5	8,511	10,912	.0113	.0112
Leon	183.0	202.2	10.5	80.9	13.5	3,587,932	59.8	31,500	44,330	2,241,261	62.5	19,343	27,704	.0766	.0815
TAMPA-ST. PETERSBURG- CLEARWATER	2,033.1	2,278.8	11.7	985.5	14.0	41,924,123	60.3	29,615	41,638	23,935,455	61.9	17,105	24,288	.8523	.9084
Hernando	90.0	107.4	19.3	46.0	22.0	1,386,726	71.8	24,499	34,494	557,054	55.7	9,491	12,110	.0288	.0321
Hillsborough	830.3	937.4	12.9	375.7	15.6	16,295,409	62.8	30,807	43,373	10,336,463	64.2	19,375	27,513	.3437	.3737
Pasco	266.1	307.6	15.6	138.5	18.4	4,805,925	66.7	24,645	34,700	2,536,190	69.5	12,785	18,312	.0958	.1063
Pinellas	846.7	917.6	8.4	425.3	10.6	18,336,063	55.7	30,622	43,113	10,505,748	58.4	17,247	24,702	.3820	.3963
WEST PALM BEACH-BOCA RATON-DELRAY BEACH	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
Palm Beach	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
TOTAL METRO COUNTIES	11,265.1	12,737.9	12.1	5,377.6	14.6	234,055,748	61.3	31,512	44,349	143,307,220	61.2	19,384	27,184	4.9136	5.2487
TOTAL STATE	12,506.5	14,028.2	12.1	5,799.5	14.6	252,734,523	61.3	30,963	43,579	152,893,194	60.9	18,776	26,363	5.3853	5.6658



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1993 PROJECTIONS



SUM ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhld. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI 1988 1993	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household 1988 1993	BUYING POWER INDEX		
												1988	1993	
GEORGIA														
ALBANY	119.3	131.5	1.9	42.3	4.4	1,676,827	46.3	28,329	39,641	1,217,490	46.9	20,604	28,781	.0436 .0422
Dougherty	103.0	102.8	-2	36.0	2.3	1,386,860	42.6	27,425	38,524	1,201,174	45.8	23,404	33,366	.0393 .0374
Lee	16.2	18.7	15.4	6.3	18.9	299,967	63.8	33,004	46,027	16,256	52.8	2,008	2,580	.0043 .0048
ATHENS	149.8	189.9	7.3	68.6	18.3	2,275,633	53.6	26,930	37,522	1,511,997	58.4	17,383	24,942	.0637 .0651
Clarke	81.9	86.3	5.4	33.8	8.3	1,303,563	51.1	27,656	38,567	1,215,696	58.3	24,614	33,967	.0348 .0355
Jackson	29.7	32.4	9.1	11.8	11.3	429,954	53.2	26,128	36,437	205,479	58.7	12,214	17,413	.0092 .0096
Madison	21.3	23.2	8.9	8.4	12.0	264,997	56.2	22,590	31,300	28,593	48.2	2,408	3,404	.0049 .0050
Oconee	16.1	18.0	11.8	6.6	13.8	277,507	61.4	30,199	42,047	61,727	65.1	6,561	9,353	.0048 .0050
ATLANTA	2,764.4	3,086.5	11.6	1,188.9	14.3	40,482,863	59.7	36,639	51,218	35,320,873	58.7	21,533	29,910	1.2887 1.2199
Barrow	27.6	31.9	15.6	11.6	18.4	402,564	65.1	24,886	34,704	251,379	65.5	15,502	21,471	.0091 .0098
Butts	16.4	17.4	6.1	5.4	10.2	232,827	53.6	30,929	43,116	47,839	39.9	6,981	8,859	.0044 .0044
Cherokee	83.5	98.7	18.2	34.4	21.1	1,506,192	68.9	31,396	43,785	419,600	65.3	8,938	12,198	.0260 .0289
Clayton	180.4	197.2	9.3	72.5	12.2	3,459,066	56.5	34,211	47,711	2,812,750	60.4	27,145	38,797	.0826 .0867
Cobb	427.0	498.6	16.8	197.1	19.7	12,397,205	67.0	45,104	62,898	6,007,859	67.3	21,831	30,481	.2213 .2452
Covatta	50.1	56.8	13.4	20.8	16.9	886,517	63.0	30,561	42,621	361,631	56.2	13,010	17,386	.0172 .0183
De Kalb	548.1	585.1	6.8	230.2	9.5	12,078,142	52.7	37,620	52,468	9,061,157	56.1	27,409	39,362	.2795 .2856
Douglas	76.2	88.5	16.1	29.7	19.3	1,357,223	66.3	32,769	45,698	645,572	70.0	13,318	21,837	.0264 .0295
Fayette	56.9	68.1	19.7	23.6	22.3	1,241,394	70.5	40,755	56,839	283,544	63.9	8,966	12,015	.0205 .0232
Forrest	42.0	49.1	16.9	18.1	19.9	779,309	67.2	30,875	43,036	210,106	53.9	8,922	11,608	.0136 .0148
Fulton	648.6	681.9	5.1	282.3	7.9	13,546,186	50.4	34,412	47,985	10,632,939	53.8	26,421	37,645	.2260 .2381
Gwinnett	329.3	395.9	20.2	144.0	23.3	7,781,075	71.9	38,746	54,035	2,616,012	63.2	13,727	18,167	.1297 .1462
Henry	53.5	62.5	16.8	22.0	20.2	960,253	67.7	31,592	44,057	217,407	54.6	7,485	9,882	.0162 .0178
Newton	44.2	49.9	12.9	17.4	16.8	671,651	62.9	27,676	38,601	268,859	58.5	11,381	15,452	.0133 .0144
Paulding	36.1	41.9	16.1	15.2	19.7	560,177	66.9	26,427	36,854	140,755	57.7	7,028	9,260	.0100 .0110
Rockdale	34.2	43.4	17.0	21.7	19.9	1,142,582	67.2	37,757	52,654	558,410	68.8	18,281	25,733	.0217 .0240
Spalding	55.0	58.9	7.1	21.0	9.9	834,653	53.3	28,500	39,745	584,708	56.7	19,590	27,843	.0203 .0207
Walton	37.3	40.7	9.1	13.9	12.1	536,827	56.3	27,694	38,621	197,346	59.8	9,959	14,198	.0109 .0113
AUGUSTA	406.0	436.3	7.5	159.8	10.2	6,659,797	55.3	29,543	41,676	3,826,783	53.9	15,808	22,070	.1445 .1480
Columbia	63.1	74.1	17.4	26.2	20.2	1,219,705	67.6	33,380	46,554	223,156	52.6	6,710	8,517	.0196 .0215
McDuffie	20.9	22.0	5.3	8.0	6.7	344,390	48.7	21,910	30,549	194,403	52.0	17,055	24,300	.0068 .0067
Richmond	199.2	208.4	4.6	74.6	7.5	3,070,759	49.9	29,517	41,163	2,128,168	51.8	20,203	28,528	.0751 .0750
Allen, S. C.	121.8	130.8	7.4	51.0	10.2	2,124,943	58.2	29,011	41,666	961,056	59.3	13,301	19,236	.0430 .0448
COLUMBUS	254.2	265.1	3.5	95.8	6.4	3,487,371	49.9	27,577	38,955	2,116,038	48.9	15,886	22,068	.0872 .0860
Chattahoochee	21.1	21.4	1.4	3.7	2.8	330,251	43.3	67,874	94,662	4,778	30.5	1,017	1,291	.0057 .0055
Muscogee	184.6	191.7	3.8	72.2	6.8	2,742,062	49.0	27,232	37,979	1,851,115	47.7	18,545	25,639	.0879 .0868
Russell, Ala.	50.5	52.0	3.0	19.9	5.9	385,058	52.5	21,101	30,405	260,145	51.0	9,166	13,093	.0136 .0137
MACON-WARREN ROBINS	290.1	303.4	4.6	111.8	7.2	4,488,378	49.8	31,259	43,671	2,958,961	51.7	18,760	26,538	.1123 .1118
Bibb	157.2	160.5	2.1	60.1	4.5	2,499,356	45.8	29,818	41,587	1,870,911	49.0	21,835	31,130	.0636 .0620
Houston	90.8	97.7	7.6	33.4	10.6	1,667,397	54.3	33,775	47,102	916,963	57.7	18,169	25,903	.0337 .0367
Jones	20.5	22.6	10.2	7.9	14.5	368,774	59.6	33,478	46,680	26,225	45.3	2,615	3,320	.0068 .0066
Peach	21.6	22.6	4.6	8.1	6.6	333,749	48.6	29,550	41,204	144,882	50.8	12,641	17,887	.0072 .0071
SAVANNAH	247.7	261.2	5.3	98.4	8.4	4,156,435	51.2	30,281	42,240	2,676,352	53.0	19,260	27,189	.0968 .0974
Chatham	223.7	233.9	4.6	88.6	7.4	3,731,746	49.8	30,201	42,119	2,619,961	53.1	20,741	29,571	.0900 .0901
Effingham	24.0	27.3	13.8	9.8	18.1	424,679	64.6	31,077	43,335	56,391	49.9	4,534	5,754	.0068 .0073
TOTAL METRO COUNTIES	4,172.7	4,644.2	9.4	1,738.9	12.2	82,573,381	57.2	34,261	48,008	45,944,067	56.6	28,378	38,456	1.2443 1.2370
TOTAL STATE	6,439.0	6,956.3	7.7	2,366.6	10.4	112,250,540	55.1	31,135	43,735	65,589,952	55.0	18,150	25,477	2.4736 2.5405

HAWAII

HONOLULU	844.3	881.8	4.4	288.7	7.8	17,500,413	52.3	42,864	60,618	8,743,454	58.6	21,673	30,286	.2617 .2630
Honolulu	844.3	881.8	4.4	288.7	7.8	17,500,413	52.3	42,864	60,618	8,743,454	58.6	21,673	30,286	.2617 .2630
TOTAL METRO COUNTIES	844.3	881.8	4.4	288.7	7.8	17,500,413	52.3	42,864	60,618	8,743,454	58.6	21,673	30,286	.2617 .2630
TOTAL STATE	1,104.5	1,175.3	6.4	387.9	9.7	22,227,049	54.7	60,738	57,434	11,838,374	62.7	21,970	20,891	.0686 .0743

IDAHO

BOISE	205.9	222.8	8.2	84.7	11.2	2,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792 .0837
Ada	205.9	222.8	8.2	84.7	11.2	2,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792 .0837
TOTAL METRO COUNTIES	205.9	222.8	8.2	84.7	11.2	2,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792 .0837
TOTAL STATE	1,825.9	1,860.7	3.4	381.3	5.5	15,327,301	55.5	27,261	40,199	7,699,486	48.4	14,196	19,643	.2375 .2377

ILLINOIS

AUBURN-ELGIN	359.3	382.5	6.5	140.3	9.6	7,497,401	54.9	37,804	53,436	2,142,968	49.7	16,404	22,402	.1463 .1486
Isaac	318.4	339.8	6.7	124.8	9.9	6,712,969	55.3	38,057	53,790	2,986,037	49.9	17,536	23,927	.1327 .1349
Kendall	40.9	42.7	4.4	15.5	7.6	784,432	52.1	35,807	50,609	156,931	45.8	7,476	10,125	.0136 .0137
BLOOMINGTON-NORMAL	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,267,597	50.3	19,650	28,198	.0838 .0855
McLean	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,267,597	50.3	19,650	28,198	.0838 .0855
CHAMPAIGN-URBANA-RANTOUL	123.1	123.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689 .0666
Champaign	123.1	123.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689 .0666



SALEM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	1988	1993	1988	1993
CHICAGO	6,203.1	6,253.6	.8	2,396.6	3.6	128,040,263	46.9	37,844	53,650	63,703,215	49.0	18,557	26,492	2.7068	2.6375
Cook	5,276.0	5,257.9	-.3	2,016.0	2.4	102,930,401	44.8	36,121	51,057	50,826,110	47.0	17,568	25,211	2.2188	2.1334
Du Page	754.5	808.8	7.2	302.9	10.3	21,432,202	55.9	50,057	70,757	11,607,861	58.2	26,705	38,322	.4196	.4347
McHenry	172.6	186.9	8.3	67.7	11.5	3,677,460	57.6	38,431	54,320	1,269,244	52.1	13,750	18,748	.0674	.0694
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA	8,193.8	8,302.9	1.3	3,112.8	4.1	167,506,664	48.0	37,867	53,810	82,659,621	49.5	18,493	26,535	3.5206	3.4515
DAVENPORT-ROCK ISLAND-															
MOBILE	369.4	360.3	-2.5	142.3	.4	6,742,217	43.6	33,110	47,280	3,495,625	48.3	17,566	24,565	.1521	.1429
Henry	54.3	53.0	-2.4	20.3	.5	946,598	42.0	32,992	46,630	332,163	41.7	11,603	16,363	.0198	.0182
Rock Island	157.0	153.1	-2.5	61.2	.3	2,912,487	41.8	33,664	47,590	1,733,115	44.0	19,733	28,319	.0682	.0643
Scott, Iowa	158.1	154.2	-2.5	60.8	.3	2,883,132	46.0	32,591	47,420	1,430,347	33.9	17,371	23,525	.0643	.0604
DECATUR	124.7	121.6	-2.5	48.4	.2	2,303,417	41.7	33,667	47,591	1,371,714	43.8	18,309	26,275	.0527	.0498
Macon	124.7	121.6	-2.5	48.4	.2	2,303,417	41.7	33,667	47,591	1,371,714	43.8	18,309	26,275	.0527	.0498
JOLIET	386.9	402.0	3.9	137.5	6.7	7,329,421	50.8	37,711	53,205	2,904,170	52.4	14,783	21,131	.1453	.1434
Grundy	34.1	35.7	4.7	13.7	7.9	710,843	52.5	36,707	51,886	259,004	47.6	13,820	18,905	.0135	.0136
Will	352.8	366.3	3.8	123.8	6.5	6,618,578	50.6	37,820	53,462	2,645,166	52.9	14,889	21,346	.1318	.1318
KANKAKEE	101.3	99.2	-2.1	36.9	.5	1,539,787	42.1	29,519	41,729	796,389	40.7	15,422	21,582	.0362	.0340
Kankakee	101.3	99.2	-2.1	36.9	.5	1,539,787	42.1	29,519	41,729	796,389	40.7	15,422	21,582	.0362	.0340
LAKE COUNTY	498.3	528.9	6.1	182.8	9.5	12,366,384	54.7	47,856	67,650	5,907,635	57.1	22,519	32,317	.2394	.2460
Lake	498.3	528.9	6.1	182.8	9.5	12,366,384	54.7	47,856	67,650	5,907,635	57.1	22,519	32,317	.2394	.2460
PEORIA	349.2	360.9	-3.4	122.8	.4	6,842,701	41.9	36,451	51,536	3,333,690	43.2	17,043	24,350	.1483	.1391
Peoria	187.2	182.6	-2.5	72.6	.3	3,839,401	41.8	37,410	52,884	1,950,098	43.9	18,717	26,861	.0841	.0791
Tazewell	128.3	125.1	-2.5	48.4	.4	2,456,188	42.0	35,897	50,748	1,110,194	43.1	16,090	22,938	.0329	.0495
Woodford	33.7	33.2	-1.5	11.8	.9	547,112	42.6	32,798	46,365	173,398	36.8	10,837	14,695	.0113	.0105
ROCKFORD	284.3	285.0	.2	111.0	3.2	5,257,955	45.8	33,524	47,349	2,931,856	47.9	18,413	26,466	.1180	.1144
Boone	30.6	31.4	2.6	11.6	5.5	482,469	49.0	29,436	41,592	226,969	51.3	13,637	19,568	.0106	.0104
Winnebago	253.7	253.6	.0	99.4	2.9	4,775,486	45.4	33,990	48,043	2,704,087	47.7	18,957	27,204	.1077	.1040
SPRINGFIELD	194.8	197.4	1.3	83.2	4.3	3,405,246	47.3	38,964	49,020	2,109,612	49.2	17,722	25,366	.0798	.0775
Menard	12.5	12.8	2.4	5.0	6.4	167,210	50.4	23,675	33,462	36,285	36.0	5,676	7,257	.0033	.0032
Sangamon	182.3	184.6	1.3	78.2	4.1	3,237,936	47.2	29,293	41,406	2,073,327	49.4	18,476	26,513	.0760	.0743
TOTAL METRO COUNTIES	9,612.8	9,721.0	1.1	3,680.7	3.9	192,770,603	47.3	36,938	52,373	96,524,653	49.0	18,288	26,225	4.0974	4.0020
TOTAL STATE	11,674.3	11,762.1	.8	4,485.9	3.5	223,644,533	46.8	35,150	49,859	112,119,869	48.1	17,463	24,994	4.8154	4.6823

INDIANA

ANDERSON	131.2	128.0	-2.4	49.4	.4	2,040,565	45.8	28,444	41,367	1,228,898	46.0	17,106	24,876	.0488	.0468
Madison	131.2	128.0	-2.4	49.4	.4	2,040,565	45.8	28,444	41,367	1,228,898	46.0	17,106	24,876	.0488	.0468
BLOOMINGTON	102.7	104.3	1.5	39.2	4.3	1,487,340	51.9	29,643	43,844	904,454	48.0	14,296	22,873	.0376	.0373
Monroe	102.7	104.3	1.5	39.2	4.3	1,487,340	51.9	29,643	43,844	904,454	48.0	14,296	22,873	.0376	.0373
ELKHART-GOSHEN	150.3	157.2	4.6	59.1	7.5	2,547,367	56.0	29,682	43,103	1,683,645	51.1	20,261	28,488	.0892	.0860
Elkhart	150.3	157.2	4.6	59.1	7.5	2,547,367	56.0	29,682	43,103	1,683,645	51.1	20,261	28,488	.0892	.0860
EVANSVILLE	284.8	287.1	1.1	113.8	3.5	4,946,830	50.8	30,062	43,818	3,063,996	49.0	18,762	27,019	.1142	.1139
Posey	26.4	26.3	-.4	9.5	1.1	392,665	46.8	28,461	41,333	116,544	40.2	8,842	12,248	.0080	.0077
Vanderburgh	167.0	166.1	-.5	68.6	2.1	2,053,351	48.2	30,654	44,509	2,161,973	47.8	21,766	31,516	.0738	.0720
Warrick	47.8	51.3	7.3	18.3	9.6	769,335	59.1	28,953	42,040	234,588	53.9	9,126	12,819	.0146	.0150
Henderson, Ky.	42.8	43.4	1.4	17.0	4.3	753,586	55.8	29,681	44,329	350,886	53.8	21,974	32,405	.0178	.0182
PORT WAYNE	364.8	367.7	.8	138.0	3.4	6,342,338	58.1	31,680	45,859	3,681,779	50.0	17,987	26,180	.1433	.1404
Allen	302.6	304.4	.6	115.0	3.1	5,375,988	49.6	32,194	46,748	3,175,074	50.0	18,987	27,609	.1217	.1200
De Kalb	34.7	35.2	1.4	12.7	4.1	554,329	51.2	30,059	43,648	214,935	47.5	11,945	16,924	.0115	.0113
Whitley	27.5	28.1	2.2	10.3	5.1	412,021	52.6	27,551	40,002	211,770	52.8	14,139	20,560	.0091	.0091
GARY-HAMMOND	626.3	615.3	-1.4	220.4	1.2	9,596,155	47.2	29,931	43,540	5,872,605	46.5	18,402	26,445	.2302	.2223
Lake	496.1	483.8	-2.5	174.8	.1	7,253,525	45.4	28,714	41,698	4,977,783	45.6	19,673	28,608	.1841	.1790
Porter	128.2	131.5	2.6	46.6	5.5	2,340,630	53.1	34,736	50,445	894,820	52.0	13,384	19,233	.0461	.0463
INDIANAPOLIS	1,243.4	1,278.6	2.8	492.0	5.5	22,220,550	53.5	32,434	47,196	13,780,866	52.3	19,411	28,010	.5128	.5168
Boone	39.6	41.2	4.0	15.3	7.0	716,901	55.3	32,271	46,856	322,311	51.4	14,886	21,046	.0146	.0149
Hamilton	103.3	115.7	12.0	41.1	15.1	2,437,773	62.2	40,847	59,313	782,889	65.9	19,048	28,008	.0446	.0446
Hancock	48.0	50.0	4.2	17.6	6.7	831,354	54.9	32,552	47,285	398,713	55.1	15,560	22,634	.0174	.0178
Hendricks	78.4	82.1	4.7	27.9	7.3	1,312,680	53.8	32,404	47,049	436,339	53.4	10,941	15,639	.0253	.0259
Johnson	87.3	92.2	5.6	32.8	8.6	1,528,220	57.7	32,087	46,592	846,001	54.6	18,120	25,793	.0328	.0339
Marion	792.0	801.5	1.2	322.9	4.0	14,945,880	51.0	31,877	46,286	10,313,613	51.3	21,965	31,941	.3300	.3404
Morgan	54.9	56.2	2.4	20.0	5.8	878,747	53.7	30,258	43,937	450,823	53.9	15,501	22,541	.0191	.0192
Shelby	39.9	39.7	-.5	14.4	.7	568,905	46.2	27,180	39,480	220,177	38.1	11,656	15,983	.0125	.0121
KOKOMO	162.8	99.9	-3.1	58.7	.8	1,865,546	46.8	32,122	46,655	1,189,847	46.3	28,592	39,867	.0400	.0412
Howard	85.5	83.8	-2.0	32.4	.6	1,546,212	46.1	32,903	47,784	1,045,934	46.3	22,198	32,282	.0373	.0358
Tipton	16.5	16.1	-2.4	6.3	.8	237,354	45.2	28,130	40,850	113,413	45.4	12,380	18,002	.0057	.0054
LAFAYETTE-WEST LAFAYETTE	123.7	124.3	.5	45.2	3.0	2,062,193	49.5	31,417	45,624	1,155,580	42.7	17,965	24,902	.0470	.0464
Tipppecanoe	123.7	124.3	.5	45.2	3.0	2,062,193	49.5	31,417	45,624	1,155,580	42.7	17,965	24,902	.0470	.0464
MUNCIE	128.9	117.9	-8.5	44.8	.3	1,787,828	48.9	27,966	40,614	1,312,020	46.1	20,504	29,819	.0463	.0443
Daleware	120.9	117.9	-2.5	44.8	.3	1,787,828	48.9	27,966	40,614	1,312,020	46.1	20,504	29,819	.0463	.0443
SOUTH BEND-MISHAWAKA	241.5	239.2	-1.0	92.1	1.7	4,041,055	47.6	30,216	43,877	2,584,971	47.8	19,301	28,067	.0953	.0933
St. Joseph	241.5	239.2	-1.0	92.1	1.7	4,041,055	47.6	30,216	43,877	2,584,971	47.8	19,301	28,067	.0953	.0933

1993 PROJECTIONS

IND. (cont.)



SEMM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total EBI (\$000)	% Change 1988- 1993	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	1988	1993	1988	1993
TERRE HAUTE	132.7	129.9	-2.1	49.7	.2	2,061,194	45.5	28,562	41,473	1,645,368	48.2	22,388	33,106	.0543	.0522		
Clay	25.1	25.0	-.4	9.6	1.1	369,492	46.7	26,504	38,489	189,313	47.0	13,561	19,720	.0086	.0082		
Vigo	107.6	104.9	-2.5	40.1	.0	1,691,702	45.2	29,050	42,187	1,456,055	48.3	24,479	36,311	.0457	.0440		
TOTAL METRO COUNTIES	3,801.6	3,833.4	.8	1,447.9	3.5	64,736,489	50.5	30,744	44,711	39,176,638	49.2	18,768	27,058	1.4996	1.4632		
TOTAL STATE	5,597.2	5,632.4	.6	2,117.2	3.2	90,869,720	50.1	29,513	42,920	52,464,638	48.6	17,216	24,780	2.0061	2.0232		

IOWA

CEDAR RAPIDS	169.1	167.0	-1.2	67.8	1.2	3,176,311	47.2	32,202	46,848	1,544,536	40.2	16,658	23,076	.0693	.0661		
Linn	169.1	167.0	-1.2	67.8	1.2	3,176,311	47.2	32,202	46,848	1,544,536	40.2	16,658	23,076	.0693	.0661		
DAVENPORT-ROCK ISLAND-																	
MOULNE	389.4	360.3	-3.5	142.3	.4	6,742,217	43.6	33,110	47,380	3,495,625	40.3	17,566	24,565	.1821	.1429		
Scott	158.1	154.2	-2.5	60.8	.3	2,883,132	46.0	32,391	47,420	1,420,347	33.9	17,371	23,525	.0643	.0604		
Henry, Ill.	54.3	53.0	-2.4	20.3	.5	965,598	42.0	32,992	46,630	332,163	41.7	11,605	16,363	.0196	.0182		
Rock Island, Ill.	157.0	153.1	-2.5	61.2	.3	2,912,487	41.8	33,664	47,590	1,733,115	44.0	19,733	28,319	.0682	.0643		
DES MOINES	389.1	399.5	2.7	166.4	5.5	7,658,318	53.5	31,632	46,024	4,144,265	46.2	17,973	24,905	.1647	.1637		
Dallas	30.1	30.2	.3	12.4	4.2	479,934	51.6	26,607	38,704	173,038	37.4	10,583	13,953	.0099	.0096		
Polk	321.6	330.7	2.8	139.8	5.6	6,549,780	53.6	32,206	46,831	3,834,358	47.0	19,703	27,427	.1434	.1428		
Warren	37.4	38.6	3.2	14.2	6.0	628,604	54.2	30,429	44,268	136,869	37.7	7,419	9,639	.0114	.0113		
DUBUQUE	90.8	88.6	-2.4	31.6	.3	1,326,637	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304		
Dubuque	90.8	88.6	-2.4	31.6	.3	1,326,637	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304		
IOWA CITY	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313		
Johnson	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313		
SIOUX CITY	115.6	114.4	-1.9	45.1	.9	1,739,259	46.6	26,544	38,567	1,884,313	39.7	17,362	24,042	.0406	.0406		
Woodbury	97.8	95.4	-2.5	38.3	.3	1,433,371	45.9	26,080	37,947	981,095	39.2	18,444	25,616	.0371	.0348		
Dakota, Neb.	17.8	18.0	1.1	6.8	4.6	285,988	50.3	29,270	42,057	103,218	44.3	7,003	15,179	.0059	.0058		
WATERLOO-CEDAR FALLS	148.9	145.2	-2.5	55.6	.8	2,732,968	45.5	33,784	49,154	1,213,809	37.2	15,913	21,831	.0589	.0554		
Black Hawk	125.2	122.1	-2.5	47.0	.0	2,332,684	45.5	34,112	49,632	1,095,732	37.5	16,960	23,313	.0509	.0479		
Bremser	23.7	23.1	-2.5	8.6	.0	400,284	45.5	31,990	46,545	118,077	34.7	10,191	13,730	.0080	.0075		
TOTAL METRO COUNTIES	1,227.8	1,224.1	-.3	489.7	2.4	22,256,976	49.1	31,238	45,430	11,765,849	41.7	17,367	24,827	.0949	.0976		
TOTAL STATE	2,847.4	2,811.3	-1.3	1,120.4	1.3	45,227,720	47.6	27,706	40,367	24,080,494	41.6	15,375	21,492	1.0413	.9974		

KANSAS

KANSAS CITY	1,567.6	1,637.8	4.5	638.8	6.7	31,999,342	51.6	35,365	50,093	17,192,230	50.5	19,082	26,912	.4798	.4805		
Johnson	344.7	388.8	12.8	152.2	15.7	9,759,434	63.0	45,522	64,122	4,364,864	58.3	20,972	28,678	.1759	.1883		
Leavenworth	63.7	67.9	6.6	22.2	9.9	1,149,573	54.8	26,761	51,783	346,929	50.6	11,404	15,627	.0215	.0218		
Miami	23.5	24.5	4.3	9.1	5.8	336,985	49.0	27,851	39,229	138,634	48.8	10,831	15,235	.0075	.0074		
Wyandotte	173.9	172.7	-.7	66.1	.9	2,705,300	42.2	29,035	40,927	1,185,184	41.2	12,817	17,930	.0604	.0589		
Cass, Mo.	60.4	65.6	8.6	23.1	10.0	1,044,862	53.1	32,075	45,232	393,268	53.3	12,121	17,171	.0305	.0312		
Clay, Mo.	130.4	137.5	5.7	61.3	7.5	3,243,273	51.7	37,516	52,900	2,147,342	54.2	24,438	33,030	.0725	.0734		
Jackson, Mo.	641.7	644.3	.5	261.7	2.7	11,963,391	44.9	32,414	45,714	8,079,718	47.2	21,338	30,874	.2870	.2770		
Lafayette, Mo.	31.9	33.1	3.8	12.5	3.0	464,137	48.1	26,336	37,131	171,527	44.7	9,960	13,722	.0099	.0095		
Platte, Mo.	54.2	58.3	7.6	21.6	10.2	979,686	53.4	32,163	45,356	266,513	49.6	9,087	12,339	.0179	.0183		
Ray, Mo.	33.8	35.1	3.5	9.0	7.1	332,718	51.1	26,216	36,969	98,241	42.4	8,044	10,693	.0067	.0067		
LAWRENCE	75.0	78.3	4.4	28.9	7.8	1,346,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0368	.0366		
Douglas	75.0	78.3	4.4	28.9	7.8	1,346,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0368	.0366		
TOPEKA	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672		
Shawnee	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672		
WICHITA	448.8	467.8	4.1	185.6	6.5	9,428,200	50.0	36,061	50,798	4,023,744	39.8	16,515	21,680	.1916	.1867		
Butler	49.4	51.8	4.9	19.2	6.1	742,139	49.4	27,442	38,653	276,551	39.2	10,976	14,404	.0158	.0154		
Sedgewick	399.4	415.2	4.0	166.4	6.5	8,686,061	50.1	37,060	52,200	3,747,193	39.8	17,157	22,519	.1738	.1713		
TOTAL METRO COUNTIES	1,293.2	1,366.4	5.7	532.1	8.2	27,903,280	53.4	36,972	52,440	12,231,268	47.3	16,880	22,987	.5531	.5519		
TOTAL STATE	2,511.3	2,583.9	2.9	1,006.7	5.0	45,652,846	49.3	31,880	45,230	21,781,012	44.8	15,628	21,557	.9762	.9654		

KENTUCKY

CLARKSVILLE-HOPKINSVILLE	159.2	169.8	2.9	57.3	6.3	2,340,828	54.3	27,780	40,852	1,244,180	48.5	15,796	22,063	.0530	.0533		
Christian	64.5	62.9	-2.5	20.2	.0	864,641	49.4	28,656	42,804	532,405	47.3	17,871	26,357	.0213	.0207		
Montgomery, Tenn.	94.7	106.9	6.5	37.1	10.1	1,476,187	60.7	27,254	39,789	731,784	49.2	14,532	19,725	.0317	.0325		
HUNTINGTON-ASHLAND	330.5	335.2	1.6	125.7	1.1	4,434,346	50.3	23,741	35,277	3,179,967	55.9	16,484	25,290	.1124	.1114		
Boyd	52.9	51.6	-2.5	20.1	.5	781,784	50.1	26,038	38,895	630,027	51.2	21,492	32,340	.0206	.0203		
Carter	25.7	25.8	.4	9.0	2.3	257,362	52.8	19,145	28,594	144,982	42.8	11,540	16,109	.0067	.0066		
Greeneup	39.0	38.5	-1.3	13.5	.7	505,925	50.5	25,087	37,416	130,163	40.8	6,900	9,643	.0104	.0099		
Lovinsville, Ohio	63.8	63.4	-.6	24.1	2.6	876,753	46.8	25,409	36,380	226,336	32.7	7,293	9,392	.0182	.0171		
Cabell, W. Va.	103.2	100.5	-2.5	42.0	.5	1,425,741	51.2	22,247	33,470	1,813,336	45.3	26,246	43,179	.0436	.0449		
Wayne, W. Va.	45.9	45.3	-.7	17.0	2.2	606,796	52.2	23,724	35,894	314,943	46.0	8,734	12,603	.0159	.0126		
LEXINGTON-FAYETTE	344.1	358.9	4.3	141.6	7.4	6,372,397	60.6	30,100	45,003	4,347,189	59.5	20,678	28,780	.1424	.1490		
Bourbon	19.4	19.4	.0	7.4	1.4	249,860	51.4	22,604	33,765	138,073	49.3	12,652	18,659	.0060	.0059		
Clark	29.8	30.3	.7	11.6	5.5	495,157	57.3	28,809	43,031	243,230	48.1	14,932	20,967	.0106	.0106		
Fayette	220.6	229.9	4.3	94.2	7.4	4,323,766	60.4	30,730	45,900	3,423,918	60.4	24,344	36,347	.1008	.1059		



SUMM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	1988	1993	1988	1993
Jessamine	31.2	34.2	9.6	12.1	14.2	558,856	70.5	30,923	46,189	253,728	68.3	14,219	20,969	.0105	.0117
Scott	23.6	24.6	4.2	8.9	7.2	370,955	60.2	27,907	41,680	128,010	56.5	9,853	14,383	.0072	.0075
Woodford	19.5	20.5	5.1	7.4	7.2	369,771	60.2	33,459	49,949	160,210	58.2	14,681	21,450	.0073	.0074
LOUISVILLE	968.3	966.5	-2	372.0	2.5	16,747,265	52.5	30,273	45,020	10,615,641	49.4	19,584	28,537	.2873	.2840
Bullitt	48.8	51.6	5.7	16.8	9.1	727,302	62.9	28,985	43,292	207,161	60.9	8,361	12,331	.0135	.0144
Jefferson	676.9	666.1	-1.6	265.3	1.3	12,225,954	51.3	30,850	46,084	8,540,536	49.3	21,828	32,192	.2914	.2870
Oldham	33.9	37.3	10.0	11.6	13.7	658,774	69.9	38,020	56,791	165,252	58.1	10,248	14,246	.0109	.0119
Shelby	24.9	25.6	2.8	9.3	5.7	405,304	57.8	29,180	43,581	170,030	51.2	12,775	18,283	.0082	.0084
Clark, Ind.	89.3	88.7	-7	33.4	2.1	1,292,403	48.3	26,651	38,695	997,432	48.5	20,538	29,863	.0337	.0328
Floyd, Ind.	64.2	65.6	2.2	24.4	4.7	1,016,511	52.1	28,691	41,650	406,013	45.3	11,997	16,640	.0212	.0211
Harrison, Ind.	30.3	31.6	4.3	11.2	7.7	421,017	56.4	25,890	37,591	129,217	44.5	8,598	11,537	.0084	.0084
OWENSBORO	87.9	88.3	.5	34.3	3.6	1,338,968	54.8	26,132	39,034	1,157,841	57.1	22,265	33,756	.0347	.0354
Daviess	87.9	88.3	.5	34.3	3.6	1,338,968	54.8	26,132	39,034	1,157,841	57.1	22,265	33,756	.0347	.0354
TOTAL METRO COUNTIES	1,717.1	1,729.8	.7	663.1	3.6	29,754,587	54.9	30,019	44,872	19,716,408	54.1	19,996	29,734	.4862	.4935
TOTAL STATE	3,773.2	3,812.9	1.1	1,427.8	3.8	56,396,211	55.1	26,427	39,500	35,486,158	54.1	16,732	24,835	1.3196	1.3337

LOUISIANA

ALEXANDRIA	139.1	139.7	.4	50.7	3.3	1,753,595	53.4	23,281	34,588	1,105,301	41.2	15,947	21,801	.0443	.0431
Rapides	139.1	139.7	.4	50.7	3.3	1,753,595	53.4	23,281	34,588	1,105,301	41.2	15,947	21,801	.0443	.0431
BATON ROUGE	543.2	563.2	3.7	200.6	6.3	8,375,699	57.8	28,134	41,753	4,994,231	46.6	18,050	24,896	.1924	.1942
Ascension	59.7	64.5	8.0	21.3	10.3	861,231	63.8	26,962	40,057	381,297	44.4	13,492	17,733	.0181	.0188
East Baton Rouge	388.6	395.1	1.7	144.2	4.3	6,141,140	54.9	28,663	42,588	4,248,019	46.5	20,971	29,459	.1490	.1483
Livingston	74.0	82.1	10.9	27.9	14.3	1,079,340	69.9	26,037	38,686	263,561	50.3	7,194	9,457	.0194	.0211
West Baton Rouge	20.9	21.5	2.9	7.0	7.7	293,988	60.0	28,268	41,996	101,054	50.6	10,322	14,436	.0059	.0060
HOUMA-THIBODAUX	184.2	184.4	.1	62.6	2.6	2,610,803	52.4	28,079	41,706	1,540,836	36.7	18,463	24,401	.0637	.0611
Lafourche	86.5	87.2	.8	29.5	3.5	1,170,198	53.8	26,697	39,668	532,110	36.1	13,721	18,038	.0267	.0258
Terrebonne	97.7	97.2	-5	33.1	1.8	1,440,605	51.3	29,290	43,523	1,007,926	37.1	22,620	30,451	.0370	.0353
LAFAYETTE	213.1	222.6	4.5	80.3	7.2	3,395,598	59.2	28,479	42,286	2,443,587	44.5	22,572	30,431	.0829	.0834
Lafayette	167.0	173.8	4.1	64.3	6.8	2,838,691	58.7	29,712	44,148	2,280,094	44.6	26,186	35,460	.0715	.0717
St. Martin	46.1	48.8	5.9	16.0	8.8	556,907	61.7	23,427	34,807	163,493	43.1	7,773	10,218	.0114	.0117
LAKE CHARLES	172.8	172.3	-3	62.6	2.3	2,509,114	52.0	26,976	40,082	1,494,012	37.9	17,698	23,866	.0667	.0585
Calcasieu	172.8	172.3	-3	62.6	2.3	2,509,114	52.0	26,976	40,082	1,494,012	37.9	17,698	23,866	.0667	.0585
MONROE	145.1	146.8	1.2	53.7	4.1	1,840,182	54.6	23,064	34,268	1,147,110	39.5	15,939	21,361	.0463	.0451
Ouachita	145.1	146.8	1.2	53.7	4.1	1,840,182	54.6	23,064	34,268	1,147,110	39.5	15,939	21,361	.0463	.0451
NEW ORLEANS	1,394.4	1,348.8	-1.8	510.1	4.1	20,365,415	55.5	26,730	39,934	13,352,455	46.6	18,337	26,176	.0850	.0859
Jefferson	470.7	473.6	.6	179.4	3.1	7,834,761	53.2	29,393	43,672	6,132,864	49.0	23,661	34,183	.1968	.1935
Orleans	546.5	533.0	-2.5	211.3	.0	7,255,449	48.5	33,110	34,337	3,302,058	47.0	17,080	25,093	.1899	.1838
St. Bernard	68.9	71.0	3.0	25.3	6.3	954,674	57.9	25,401	37,742	454,689	44.7	13,198	17,972	.0212	.0213
St. Charles	44.6	48.2	8.1	16.4	10.1	681,868	63.5	27,984	41,577	129,367	44.7	6,001	7,888	.0121	.0126
St. John the Baptist	41.8	47.2	12.9	15.0	15.4	694,060	71.4	31,143	46,271	254,205	54.1	12,687	16,947	.0129	.0143
St. Tammany	131.9	175.8	15.7	62.7	18.8	2,944,403	76.4	31,607	46,960	1,079,272	56.1	13,095	17,213	.0521	.0584
SHREVEPORT	362.7	376.0	3.7	142.6	6.2	5,546,223	57.7	26,287	39,034	3,147,191	42.2	16,477	22,070	.1274	.1273
Bossier	91.5	96.3	5.2	34.7	7.8	1,183,381	60.1	22,952	34,103	751,752	48.9	15,678	21,664	.0286	.0295
Caddo	271.2	279.7	3.1	107.9	5.7	4,382,842	57.0	27,339	40,619	2,395,439	40.2	16,729	22,201	.0988	.0978
TOTAL METRO COUNTIES	3,084.6	3,153.8	2.2	1,163.2	4.7	46,416,629	55.9	26,798	39,904	29,223,923	45.3	18,104	25,124	1.1027	1.0986
TOTAL STATE	4,467.9	4,554.8	1.9	1,649.2	4.4	61,890,513	55.5	25,202	37,528	37,127,094	44.2	16,799	22,512	1.4816	1.4703

MAINE

BANGOR	139.3	139.6	.2	51.2	3.2	2,198,876	47.8	29,990	42,947	1,674,022	49.1	22,639	32,696	.0561	.0548
Penobscot	139.3	139.6	.2	51.2	3.2	2,198,876	47.8	29,990	42,947	1,674,022	49.1	22,639	32,696	.0561	.0548
LEWISTON-AUBURN	102.0	102.8	.8	40.0	3.9	1,691,263	48.8	29,523	42,282	1,119,806	50.1	19,383	27,995	.0485	.0397
Androscoggin	102.0	102.8	.8	40.0	3.9	1,691,263	48.8	29,523	42,282	1,119,806	50.1	19,383	27,995	.0485	.0397
PORTLAND	234.3	244.8	4.5	98.8	7.6	5,033,387	54.1	35,573	50,945	4,991,103	58.0	31,644	46,469	.1254	.1291
Cumberland	234.3	244.8	4.5	98.8	7.6	5,033,387	54.1	35,573	50,945	4,991,103	58.0	31,644	46,469	.1254	.1291
TOTAL METRO COUNTIES	475.6	487.2	2.4	190.0	5.6	8,923,536	51.5	32,739	46,986	7,384,931	54.7	26,537	38,868	.2220	.2236
TOTAL STATE	1,204.5	1,346.1	3.5	483.9	6.8	21,388,418	53.2	30,704	44,035	14,615,619	54.9	20,538	29,790	.0946	.0911

MARYLAND

BALTIMORE	2,367.4	2,456.9	3.8	919.5	6.1	45,670,300	46.4	26,013	49,669	22,654,663	48.2	18,419	25,726	.9923	.9495
Anne Arundel	432.9	464.1	7.2	162.9	10.1	9,195,432	50.6	41,244	56,448	4,329,619	51.5	19,304	26,578	.1868	.1875
Baltimore	686.0	702.0	2.3	276.3	4.8	14,869,358	43.4	39,041	53,429	9,435,109	48.0	23,997	33,903	.3414	.3292
Baltimore City	756.2	737.5	-2.5	282.0	-2	10,760,887	36.6	27,881	38,159	5,857,545	41.0	14,702	20,771	.2657	.2442
Carroll	122.1	137.0	12.2	47.4	15.6	2,246,351	58.2	34,631	47,391	839,247	50.3	13,618	17,706	.0431	.0450
Harford	170.7	185.3	8.6	64.3	11.2	3,322,581	52.2	37,760	51,673	1,619,943	50.2	17,833	25,194	.0683	.0699
Howard	167.0	194.5	16.5	71.8	19.3	4,711,414	63.2	47,947	65,619	1,377,943	60.5	14,258	19,191	.0742	.0824
Queen Anne's	32.5	36.5	12.3	12.8	13.3	564,257	35.0	32,211	44,083	195,257	54.2	11,203	15,254	.0108	.0113
CUMBERLAND	103.1	101.1	-1.9	39.3	.3	1,402,115	40.2	25,515	35,677	841,217	41.5	15,170	21,408	.0358	.0332
Allegheny	75.4	73.5	-2.5	28.8	.0	1,067,767	36.9	27,086	37,075	744,036	41.3	18,285	25,835	.0786	.0763
Mineral, W. Va.	27.7	27.6	-.4	10.5	1.0	504,348	51.9	21,165	31,843	97,281	43.0	6,543	9,265	.0072	.0066



SEMI-ANNUAL ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

BUYING POWER INDEX

METRO AREA

County	(Thous.)	(Thous.)	1993	(Thous.)	1993	(5000)	1993	1988	1993	(5000)	1993	1988	1993	1988	1993
St. Louis	203.9	198.9	-2.5	78.1	.3	3,309,097	43.6	29,586	42,370	2,637,115	44.8	18,060	26,083	.0800	.0739
Douglas, Wisc.	41.9	40.9	-2.4	16.5	.6	662,956	44.9	27,090	40,179	348,044	41.7	14,991	21,094	.0153	.0144
FARGO-MOORHEAD	156.8	157.1	4.2	60.9	7.8	2,574,737	54.3	29,541	42,278	1,603,757	45.0	19,573	26,334	.0897	.0894
Clay	48.9	48.1	-1.6	17.2	.6	705,767	44.0	28,634	41,033	394,556	43.3	15,884	22,939	.0170	.0161
Cass, N. D.	701.9	709.0	7.0	43.7	10.9	1,858,970	58.5	29,926	42,760	1,209,201	44.9	21,178	27,671	.0427	.0423
MINNEAPOLIS-ST. PAUL	2,377.3	2,507.7	5.5	98.4	8.1	54,520,195	53.0	38,787	55,610	29,558,800	54.8	21,030	30,190	1.1151	1.1410
Anoka	233.5	252.7	8.7	86.4	11.6	4,647,276	59.8	37,564	53,788	2,039,218	61.2	16,343	23,602	.0894	.0945
Carver	44.5	48.8	9.7	17.3	13.1	984,517	61.9	39,747	56,908	345,513	39.3	10,062	14,192	.0162	.0174
Chicago	29.6	31.7	7.1	10.8	10.2	430,376	57.8	29,126	41,701	209,723	58.8	13,479	19,419	.0095	.0100
Dakota	247.9	279.8	12.9	101.3	15.9	6,088,644	65.9	41,981	60,105	2,651,596	63.7	18,533	26,176	.1095	.1194
Hennepin	1,010.1	1,046.7	3.6	444.9	6.5	24,802,658	52.4	38,934	55,749	14,973,786	53.7	23,305	33,657	.5253	.5303
Isanti	26.7	28.1	5.2	10.0	9.9	398,987	57.3	27,865	39,899	103,446	42.0	8,008	10,343	.0075	.0078
Ramsey	477.2	484.4	1.5	196.9	4.3	10,345,868	49.3	36,693	52,344	6,984,730	30.6	24,563	35,473	.3264	.3337
Scott	36.1	43.3	12.8	21.1	16.6	1,048,119	66.9	34,689	49,674	442,296	68.4	14,515	20,962	.0195	.0216
Washington	135.3	146.9	8.6	50.0	11.6	3,789,635	39.8	52,933	75,793	1,077,128	61.2	14,917	21,543	.0619	.0653
Wright	67.9	72.7	7.1	23.0	8.0	1,030,005	54.6	31,278	44,783	453,509	50.0	14,190	19,718	.0219	.0222
St. Croix, Wisc.	49.4	52.6	6.5	18.7	8.4	934,710	57.3	34,686	49,652	377,857	58.4	13,932	20,206	.0180	.0188
ROCHESTER	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,976	36,071	.0477	.0480
Orlinda	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,976	36,071	.0477	.0480
ST. CLOUD	184.1	193.6	5.2	64.2	8.8	2,778,317	56.0	30,186	43,276	2,633,790	62.0	27,357	41,025	.0737	.0767
Benlon	28.6	30.1	5.2	11.0	10.0	452,261	57.3	28,715	41,115	137,085	43.4	9,562	12,462	.0087	.0080
Sherburne	37.3	41.2	10.5	13.3	13.7	644,050	62.8	33,821	48,425	193,311	60.9	10,269	14,535	.0117	.0124
Stearns	118.2	122.3	3.5	39.9	7.0	1,682,006	53.2	29,439	42,156	2,303,394	63.4	37,803	57,729	.0533	.0555
TOTAL METRO COUNTIES	2,862.6	2,997.8	4.7	1,160.7	7.4	62,486,912	54.1	37,507	53,835	38,671,213	54.5	21,256	30,733	1.3155	1.3389
TOTAL STATE	4,236.8	4,462.1	3.1	1,709.3	5.7	81,857,162	52.3	33,292	47,948	47,868,861	53.6	19,374	27,970	1.8010	1.8093

MISSISSIPPI

BLOXI-GULFPORT	288.8	216.2	5.5	88.8	9.0	3,340,919	61.1	27,156	40,110	1,799,535	51.3	16,047	22,371	.0711	.0738
Hemock	32.8	37.9	15.5	14.2	19.3	525,573	76.5	23,024	37,012	201,013	57.8	10,707	14,156	.0096	.0111
Harrison	172.2	178.3	3.5	66.6	7.1	2,715,346	58.4	27,563	40,771	1,598,522	50.6	17,068	24,002	.0613	.0624
JACKSON	402.5	422.3	4.9	153.7	8.1	6,566,080	59.8	38,982	42,730	3,718,057	53.3	17,060	24,196	.1440	.1466
Hinds	262.1	265.5	1.3	99.5	4.4	4,261,620	54.4	28,957	42,830	3,106,222	53.2	21,272	31,218	.1033	.1042
Madison	54.4	61.7	13.4	20.8	17.5	738,500	73.8	24,656	36,466	235,458	59.1	9,072	12,383	.0145	.0161
Rankin	86.0	95.1	10.6	33.4	14.4	1,545,930	69.2	31,294	46,283	337,177	50.0	8,156	10,694	.0282	.0283
PASCAGOULA	129.9	138.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,401	.0441	.0455
Jackson	129.9	138.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,401	.0441	.0455
TOTAL METRO COUNTIES	804.8	849.1	5.5	308.4	8.8	13,821,950	60.8	38,576	42,234	6,849,475	53.8	15,787	22,275	.2788	.2893
TOTAL STATE	2,664.7	2,725.5	2.2	987.1	5.2	34,399,269	56.3	29,471	34,849	19,499,673	50.7	13,797	19,755	.0115	.0118

MISSOURI

COLUMBIA	111.1	117.4	5.7	44.0	7.8	2,134,355	52.1	34,237	48,281	899,279	44.6	14,567	19,329	.0427	.0428
Boone	111.1	117.4	5.7	44.0	7.8	2,134,355	52.1	34,237	48,281	899,279	44.6	14,567	19,329	.0427	.0428
JOPLIN	136.5	141.9	3.3	54.5	4.4	1,946,032	47.2	25,323	36,789	1,248,510	44.7	16,336	22,986	.0483	.0466
Jasper	90.8	92.5	1.9	36.6	3.4	1,337,178	45.8	25,907	36,535	925,680	42.1	18,398	25,292	.0342	.0327
Marion	45.7	48.5	6.1	17.9	6.5	608,874	50.3	24,121	34,015	322,830	37.7	12,582	18,035	.0141	.0141
KANSAS CITY	1,867.4	1,637.8	4.8	688.8	6.7	31,999,262	51.6	35,268	50,093	17,192,238	58.5	19,602	26,913	.4798	.4805
Cass	80.4	85.6	6.6	23.1	10.0	1,044,862	55.1	32,075	45,232	395,268	55.3	12,121	17,111	.0305	.0312
Clay	150.4	157.5	4.7	61.3	7.5	3,243,273	51.7	37,516	52,908	2,147,242	54.2	24,438	33,000	.0723	.0734
Jackson	641.1	644.3	.5	261.7	2.7	11,963,391	48.9	32,414	45,714	8,079,718	47.2	21,536	30,874	.2870	.2770
Lafayette	31.9	33.1	3.8	12.5	3.0	464,137	48.1	26,336	37,131	171,837	44.7	9,960	13,722	.0099	.0095
Platte	54.2	58.3	7.6	21.6	10.2	979,684	55.4	32,160	45,356	266,513	49.6	9,087	12,339	.0179	.0183
Ray	23.8	25.1	5.5	9.0	7.1	332,718	51.1	26,216	36,969	96,341	42.4	8,044	10,893	.0067	.0067
Johnson, Kans.	344.7	368.8	12.8	152.2	15.7	9,739,434	63.0	45,522	64,122	4,364,864	58.2	20,972	28,678	.1739	.1883
Leavenworth, Kans.	63.7	67.9	6.6	22.2	8.9	1,149,573	54.8	36,761	51,793	346,926	50.6	11,404	15,627	.0213	.0218
Miami, Kans.	23.5	24.3	4.2	8.1	5.8	356,985	49.0	27,831	39,229	138,434	48.0	10,821	13,223	.0073	.0074
Wyandotte, Kans.	173.9	172.7	-.7	66.1	.9	2,705,303	42.2	29,055	40,927	1,185,184	41.2	12,817	17,930	.0604	.0569
ST. JOSEPH	86.1	84.6	-1.7	32.5	-.6	1,749,432	48.2	29,443	41,321	864,380	42.5	18,851	26,392	.0338	.0316
Buchanan	86.1	84.6	-1.7	32.5	-.6	1,749,432	48.2	29,443	41,321	864,380	42.5	18,851	26,392	.0338	.0316
ST. LOUIS	2,482.1	2,324.7	2.1	981.8	4.3	67,442,473	47.7	35,186	49,845	25,126,516	47.4	18,446	26,399	1.8363	1.8127
Franklin	81.5	85.1	3.6	29.0	6.2	1,106,220	49.8	27,049	38,146	687,235	52.3	16,532	23,468	.0260	.0269
Jefferson	171.9	185.2	7.7	61.6	9.4	2,823,221	54.3	32,933	45,864	871,197	48.0	10,455	14,143	.0343	.0353
St. Charles	195.6	226.8	16.0	77.7	18.8	4,632,752	67.6	42,278	59,624	1,365,717	51.7	13,763	17,577	.0774	.0840
St. Louis	1,007.8	1,020.2	1.2	384.7	3.9	23,422,955	46.5	42,953	60,571	12,965,019	48.9	23,390	33,527	.5017	.4889
St. Louis city	425.1	414.6	-2.5	170.4	-.7	6,417,018	40.0	26,703	37,659	3,966,431	42.3	16,239	22,577	.1602	.1495
Clinton, Ill.	34.2	34.8	1.8	12.4	4.2	489,180	47.2	27,925	39,430	218,685	45.0	12,413	17,636	.0108	.0106
Jersey, Ill.	21.2	21.6	1.4	7.4	1.4	284,753	43.2	27,430	37,430	104,339	38.5	10,335	14,100	.0064	.0061
Madison, Ill.	252.4	253.3	.9	98.7	3.7	3,841,862	45.8	27,538	38,925	2,386,159	46.8	16,988	24,176	.0632	.0601
Monroe, Ill.	22.2	23.3	5.0	8.6	6.2	332,066	50.0	18,978	27,938	142,906	52.7	11,663	16,733	.0075	.0073
St. Clair, Ill.	270.1	268.8	-.5	99.3	2.2	4,068,446	44.4	38,983	49,971	2,417,828	46.6	16,967	24,349	.0979	.0940
SPRINGFIELD	284.8	299.5	6.3	97.4	8.5	3,936,282	53.8	38,421	49,310	2,425,987	53.3	17,946	25,218	.0966	.0916

1993 PROJECTIONS

MO. (cont.)



S&M ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average Household	1993	%	1993	%	Retail Sales Per Household	1993	%	1988	1993
	Total Pop. (Thous.)	Total Pop. (Thous.)	Change 1988-1993	Total (Thous.)	Change 1988-1993	Total (Thous.)	Change 1988-1993	Income (\$1000)	Total (Thous.)	Change 1988-1993	Total (Thous.)	Change 1988-1993	Per Household	Total (Thous.)	Change 1988-1993	1988	1993
Christian	30.8	35.7	15.9	13.0	18.2	470,352	66.7	25,657	36,181	202,617	69.4	10,873	15,586	0093	0104		
Greene	204.0	213.8	4.8	84.4	7.1	3,455,850	51.0	29,034	40,946	2,253,310	50.8	18,956	26,698	0813	0812		
TOTAL METRO COUNTIES	3,412.2	3,509.3	2.8	1,343.0	4.8	48,778,274	48.2	34,664	48,979	36,440,164	48.1	19,211	27,133	1,4386	1,4333		
TOTAL STATE	5,305.0	5,359.6	2.8	2,022.4	4.5	88,790,902	47.8	31,044	43,904	48,467,273	47.3	16,981	23,966	2,0036	1,9995		

MONTANA

BILLINGS	117.9	122.6	4.0	49.6	6.7	2,013,168	55.7	27,802	40,588	1,886,288	38.9	19,907	25,913	0475	0469		
Yellowstone	117.9	122.6	4.0	49.6	6.7	2,013,168	55.7	27,802	40,588	1,886,288	38.9	19,907	25,913	0475	0469		
GREAT FALLS	78.6	76.7	-2.4	30.7	3	1,219,522	46.5	27,207	39,724	692,055	31.8	17,162	23,543	0295	0275		
Cascade	78.6	76.7	-2.4	30.7	3	1,219,522	46.5	27,207	39,724	692,055	31.8	17,162	23,543	0295	0275		
TOTAL METRO COUNTIES	196.5	199.3	1.4	80.3	4.2	3,232,690	52.1	27,546	40,258	1,977,343	36.3	18,817	24,694	0770	0744		
TOTAL STATE	819.9	836.7	2.0	333.6	4.6	12,336,874	52.7	25,207	36,987	6,339,743	39.3	14,267	19,804	3812	3745		

NEBRASKA

LINCOLN	210.7	219.0	3.9	88.7	7.0	4,535,285	53.7	35,589	51,131	1,867,574	46.5	15,380	21,053	0886	0886		
Lancaster	210.7	219.0	3.9	88.7	7.0	4,535,285	53.7	35,589	51,131	1,867,574	46.5	15,380	21,053	0886	0886		
OMAHA	622.8	638.7	2.6	243.5	4.4	12,486,737	58.4	35,758	51,492	6,887,801	49.7	18,988	27,166	3664	3639		
Douglas	419.7	428.6	2.2	166.2	3.9	8,806,585	49.2	36,879	52,988	4,976,471	50.3	20,699	29,943	1908	1885		
Sarpy	99.2	106.1	7.0	35.6	9.3	1,918,153	57.4	37,503	53,881	315,775	48.2	10,712	14,488	0343	0332		
Washington	16.1	16.4	1.9	6.3	5.0	295,645	50.9	32,661	46,928	72,749	35.5	8,930	11,547	0039	0033		
Pottawatomie, Neosho	87.8	87.4	-0.5	34.4	2.1	1,466,352	48.5	29,300	42,627	1,022,806	48.6	20,427	29,733	0339	0349		
TOTAL METRO COUNTIES	783.5	788.3	3.2	303.6	5.5	15,841,668	51.3	36,318	52,179	7,538,787	48.9	17,576	24,821	3230	3234		
TOTAL STATE	1,610.1	1,634.8	.9	629.9	3.0	27,434,291	48.8	30,170	43,553	14,785,916	47.3	16,438	23,473	4150	4089		

NEVADA

LAS VEGAS	642.0	745.0	16.0	310.5	18.6	14,274,935	71.6	31,781	45,974	7,551,532	57.8	18,283	24,321	3751	3683		
Clark	642.0	745.0	16.0	310.5	18.6	14,274,935	71.6	31,781	45,974	7,551,532	57.8	18,283	24,321	3751	3683		
RENO	243.4	272.5	12.0	119.6	14.6	5,784,755	65.7	33,435	48,368	3,224,573	51.5	20,381	26,961	1157	1226		
Washoe	243.4	272.5	12.0	119.6	14.6	5,784,755	65.7	33,435	48,368	3,224,573	51.5	20,381	26,961	1157	1226		
TOTAL METRO COUNTIES	885.4	1,017.5	14.9	430.1	17.5	20,059,690	69.9	32,352	46,440	10,776,125	55.9	18,881	26,855	3908	4258		
TOTAL STATE	1,069.7	1,222.4	14.3	512.3	16.7	23,757,871	68.8	32,003	46,385	12,361,160	55.5	18,072	24,882	4615	5088		

NEW HAMPSHIRE

MANCHESTER-NASHUA	333.1	366.9	10.1	139.2	12.7	8,727,884	57.7	44,801	62,700	5,999,667	61.0	28,168	40,227	1809	1905		
Hillsborough	333.1	366.9	10.1	139.2	12.7	8,727,884	57.7	44,801	62,700	5,999,667	61.0	28,168	40,227	1809	1905		
PORTSMOUTH-DOWNS-ROCHESTER	326.9	374.0	11.0	141.0	13.7	8,108,381	59.2	41,064	57,586	5,169,778	62.8	25,615	36,465	1484	1792		
Rockingham	239.0	268.2	12.2	101.4	14.8	5,993,634	60.7	42,240	59,109	4,065,524	64.0	28,076	40,094	1254	1347		
Strafford	97.9	105.8	8.1	39.6	10.9	2,114,667	53.2	38,157	53,401	1,704,254	58.4	19,536	27,885	0430	0445		
TOTAL METRO COUNTIES	670.8	740.9	10.6	280.2	13.2	16,836,185	58.5	42,929	60,086	10,769,445	61.8	26,899	38,435	3493	3697		
TOTAL STATE	1,091.5	1,192.9	9.3	456.7	11.9	25,273,473	57.9	39,446	55,239	16,889,606	60.4	25,791	36,982	5436	5699		

NEW JERSEY

ATLANTIC CITY	312.4	334.1	6.9	136.1	9.8	6,101,818	53.8	32,025	44,833	4,394,862	54.3	22,691	32,391	1415	1483		
Atlantic	213.6	225.8	5.7	89.2	8.6	4,106,105	52.1	32,647	45,725	2,937,127	55.1	22,894	32,709	0940	0975		
Cape May	98.8	108.3	9.6	46.9	12.4	1,995,713	57.4	30,777	43,104	1,457,735	58.8	22,283	31,483	0455	0477		
BERGEN-PASSAIC	1,295.7	1,299.8	3	498.0	2.9	35,284,233	43.8	58,368	78,691	18,869,022	46.7	25,437	36,283	7297	6198		
Bergen	832.7	827.3	-0.6	321.9	1.7	25,202,579	42.7	55,899	78,293	12,728,808	45.3	27,678	39,543	5154	4983		
Passaic	463.0	472.5	2.1	176.1	4.7	10,081,654	46.6	40,532	56,795	5,340,214	57.5	21,257	30,823	2141	2092		
JERSEY CITY	546.5	540.2	-1.2	215.9	1.4	9,427,025	43.6	31,836	44,590	4,853,480	44.8	14,782	21,090	2122	2087		
Hudson	546.5	540.2	-1.2	215.9	1.4	9,427,025	43.6	31,836	44,590	4,853,480	44.8	14,782	21,090	2122	2087		
MIDDLESEX-SOMERSET	978.6	1,034.7	5.7	373.7	8.7	27,341,020	52.3	51,514	72,197	12,549,254	52.1	23,234	33,136	5882	6373		
Hunterdon	101.7	110.3	8.5	39.2	11.7	3,001,297	56.4	54,660	76,564	1,156,119	56.9	20,986	29,498	0530	0530		
Middlesex	651.0	683.7	5.0	230.9	8.0	17,040,554	51.2	48,491	67,918	7,868,979	54.2	21,953	31,363	3396	3332		
Somerset	225.9	240.7	6.6	88.8	9.4	7,299,169	53.2	38,222	52,583	3,524,156	56.3	27,842	39,776	1374	1401		
MONMOUTH-OCEAN	967.0	1,048.0	8.2	418.0	11.2	26,386,305	53.5	44,977	62,891	11,564,112	54.4	26,881	38,090	4889	5111		
Monmouth	566.0	604.5	6.8	226.4	9.7	15,639,640	53.6	49,387	69,168	6,745,942	56.0	30,947	39,797	2912	2974		
Ocean	421.0	443.5	10.1	191.6	13.0	10,636,665	58.3	39,406	53,473	5,308,170	61.5	19,036	27,183	2027	2137		
NEWARK	1,982.7	1,917.7	3	718.8	3.3	48,992,699	45.1	46,699	66,469	19,382,886	46.2	18,888	26,765	8234	8882		
Essex	943.7	938.6	-0.5	318.5	1.9	18,318,428	42.9	41,064	57,515	8,335,158	45.6	18,032	25,762	2806	2620		
Morris	428.6	441.8	3.1	158.3	5.8	13,258,450	48.2	59,800	83,755	3,413,092	51.2	23,936	34,195	2461	2429		
Sussex	130.7	139.4	6.7	49.1	9.4	3,423,376	53.2	49,783	67,723	946,180	53.7	14,003	19,678	0885	0894		
Union	499.7	497.9	-0.4	192.1	3.2	11,992,405	43.2	44,572	62,428	4,818,406	40.3	17,313	24,642	2372	2239		
TEKENTON	827.9	829.1	0.4	187.8	6.2	8,801,440	48.7	49,481	69,380	3,462,811	51.7	21,859	31,227	1718	1688		
Warren	377.9	339.1	3.4	127.0	6.3	8,801,440	48.7	49,481	69,380	3,462,811	51.7	21,859	31,227	1718	1688		

1993 PROJECTIONS

N.J. (cont.)



S&M ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

BUYING POWER INDEX

METRO AREA County	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average Household EBI	1993	%	1993	%	1993	%	1993	%
	Total Pop. (Thous.)	Total Pop. (Thous.)	Change 1988- 1993	Total Hhlds. (Thous.)	Change 1988- 1993	Total EBI (\$000)	Change 1988- 1993	1988 1993	Total Retail Sales (\$000)	Change 1988- 1993	Retail Sales Per Household	1988 1993	1988 1993	1988 1993	1988 1993	1988 1993
VINELAND-MILLVILLE-BRIDGETON	139.8	142.9	2.2	51.5	5.3	2,430,385	47.5	33,694	47,192	1,287,333	47.5	17,847	24,997	.0842	.0528	.0528
Cumberland	139.8	142.9	2.2	51.5	5.3	2,430,385	47.5	33,694	47,192	1,287,333	47.5	17,847	24,997	.0542	.0528	.0528
TOTAL METRO COUNTIES	7,764.2	7,999.2	3.0	3,025.9	5.7	190,810,889	48.1	45,010	63,059	88,969,963	50.4	20,670	29,403	3.8118	3.7562	3.7562
TOTAL STATE	7,764.2	7,999.2	3.0	3,025.9	5.7	190,810,889	48.1	45,010	63,059	88,969,963	50.4	20,670	29,403	3.8118	3.7562	3.7562

NEW MEXICO

ALBUQUERQUE	497.0	548.6	8.8	213.3	11.3	8,332,888	57.6	27,599	39,067	5,560,935	56.6	18,538	26,071	.1914	.1992	.1992
Bernalillo	497.0	548.6	8.8	213.3	11.3	8,332,888	57.6	27,599	39,067	5,560,935	56.6	18,538	26,071	.1914	.1992	.1992
LAS CRUCES	130.5	151.1	15.8	53.5	19.2	1,761,689	68.7	23,261	32,929	822,749	52.5	12,016	15,378	.0376	.0407	.0407
Doña Ana	130.5	151.1	15.8	53.5	19.2	1,761,689	68.7	23,261	32,929	822,749	52.5	12,016	15,378	.0376	.0407	.0407
SANTA FE	112.4	122.9	9.3	48.3	11.8	2,360,177	57.6	33,266	46,795	1,126,838	49.5	17,456	23,336	.0444	.0475	.0475
Los Alamos	19.6	20.5	4.6	8.0	6.7	551,431	51.0	48,692	68,929	100,077	40.7	9,484	12,510	.0089	.0087	.0087
Santa Fe	92.8	102.4	10.3	40.3	12.9	1,708,746	59.8	29,953	42,401	1,026,761	50.4	19,123	23,478	.0375	.0388	.0388
TOTAL METRO COUNTIES	739.9	814.6	10.1	315.1	12.7	12,354,754	59.1	27,769	39,209	7,510,522	55.0	17,323	23,835	.2754	.2874	.2874
TOTAL STATE	1,537.9	1,663.6	8.2	612.9	10.6	22,216,762	56.7	25,595	36,349	12,523,832	50.2	15,052	20,434	.5083	.5201	.5201

NEW YORK

ALBANY-SCHENECTADY-TROY	857.7	870.2	1.5	337.8	3.9	15,905,585	42.1	34,434	47,084	9,129,441	46.0	19,344	27,924	.3664	.3498	.3498
Albany	287.3	288.1	.3	115.9	2.9	3,838,973	40.7	36,858	50,379	4,447,792	45.3	27,180	38,376	.1470	.1394	.1394
Greene	43.4	45.1	3.9	17.7	6.0	481,718	44.9	28,180	38,515	380,182	49.6	13,213	21,479	.0158	.0154	.0154
Montgomery	52.7	52.3	-.8	20.4	1.0	792,990	38.0	28,445	38,872	402,386	42.6	13,972	19,725	.0188	.0176	.0176
Rensselaer	155.0	156.7	1.1	58.3	3.7	2,689,900	41.8	33,736	46,139	1,047,898	46.5	12,730	17,974	.0566	.0538	.0538
Saratoga	169.3	177.0	3.0	65.0	7.6	3,245,556	47.1	36,528	49,932	1,232,401	49.1	13,902	19,248	.0650	.0640	.0640
Schenectady	150.0	150.2	.1	60.5	2.7	2,656,448	40.4	32,126	43,908	1,598,782	45.0	18,717	26,426	.0632	.0596	.0596
BINGHAMTON	265.8	266.1	.1	101.6	2.7	4,623,077	40.5	33,274	45,503	2,322,451	42.3	16,562	22,859	.1049	.0987	.0987
Braintree	212.8	211.5	-.6	81.9	2.1	3,661,066	39.6	32,702	44,702	2,090,901	42.7	18,275	25,530	.0867	.0812	.0812
Tioga	53.0	54.6	3.0	19.7	5.3	962,011	44.0	35,726	48,833	231,548	39.1	8,900	11,754	.0182	.0173	.0173
BUFFALO	966.1	942.2	-2.5	359.5	-1.1	15,399,578	36.5	31,339	42,836	8,615,269	41.0	16,973	23,965	.3739	.3435	.3435
Erie	966.1	942.2	-2.5	359.5	-1.1	15,399,578	36.5	31,339	42,836	8,615,269	41.0	16,973	23,965	.3739	.3435	.3435

BUFFALO-NIAGARA FALLS

CONSOLIDATED AREA	1,163.8	1,154.5	-2.5	440.3	-1.7	18,499,572	36.5	31,004	42,379	18,118,996	40.2	16,370	22,982	.4896	.4733	.4733
ELMHURST	93.8	91.5	-2.5	34.4	.8	1,331,393	36.7	28,512	38,703	993,434	41.2	18,394	25,972	.0851	.0823	.0823
Chemung	93.8	91.5	-2.5	34.4	.8	1,331,393	36.7	28,512	38,703	993,434	41.2	18,394	25,972	.0851	.0823	.0823
OLENS FALLS	114.8	117.5	2.4	42.5	4.9	1,729,296	43.4	29,771	40,489	1,341,787	50.3	20,397	29,219	.0441	.0430	.0430
Warren	56.6	57.7	1.9	21.8	4.8	938,559	43.3	31,161	42,594	902,278	51.1	28,713	41,389	.0242	.0235	.0235
Washington	58.2	59.8	2.7	20.7	5.1	800,737	43.6	30,303	38,683	339,509	48.4	11,617	16,401	.0179	.0175	.0175
JAMESTOWN-DUNKIRK	144.5	142.2	-1.6	54.3	.4	2,042,690	37.5	27,519	37,619	1,067,549	37.0	13,618	18,555	.0493	.0453	.0453
Chautauque	144.5	142.2	-1.6	54.3	.4	2,042,690	37.5	27,519	37,619	1,067,549	37.0	13,618	18,555	.0493	.0453	.0453
NASSAU-SUFFOLK	2,669.2	2,711.0	1.6	913.9	4.2	68,825,108	42.2	32,748	72,038	35,878,482	46.9	27,946	39,359	1.4180	1.3851	1.3851
Nassau	1,329.8	1,338.8	.7	462.4	3.2	36,642,003	41.1	57,971	79,243	21,114,494	45.8	22,340	45,663	.7962	.7530	.7530
Suffolk	1,339.4	1,372.2	2.4	451.5	5.1	29,193,105	43.7	47,302	64,658	14,763,988	48.4	23,159	32,700	.6218	.6001	.6001

NEW YORK

BRONX	1,214.1	1,245.9	2.6	489.3	5.2	15,971,433	43.5	23,879	32,641	4,314,673	39.6	6,645	8,818	.3360	.3208	.3208
Kings	2,312.2	2,355.6	1.9	941.6	4.5	33,004,964	42.9	27,193	37,176	12,859,699	47.6	9,672	13,657	.7451	.7153	.7153
New York (Manhattan)	1,497.7	1,542.8	3.0	814.9	5.7	45,587,090	44.5	40,925	55,942	20,595,562	47.5	26,391	37,545	1.0113	.9627	.9627
Putnam	84.9	89.5	5.4	31.1	8.4	2,033,887	48.1	27,246	38,938	587,862	50.1	13,649	18,902	.0363	.0360	.0360
Queens	1,947.7	1,983.1	1.8	787.7	5.5	26,083,522	42.0	33,725	46,101	12,024,953	46.7	10,881	15,363	.7218	.6882	.6882
Richmond	265.7	264.0	5.0	140.9	7.8	7,899,973	47.4	41,014	56,068	2,592,139	52.2	13,029	18,397	.1497	.1479	.1479
Westchester	268.9	274.6	2.1	89.9	4.9	6,804,506	43.4	35,369	75,690	2,479,454	48.1	19,533	27,380	.1296	.1247	.1247
Westchester	846.7	869.6	.3	325.5	2.9	23,699,548	40.7	32,143	71,377	12,049,469	45.3	25,645	36,239	.4967	.4693	.4693

NEW YORK-NORTHWEST NEW JERSEY

LONG ISLAND CONSOLIDATED AREA	18,073.2	18,488.4	2.3	7,182.5	4.9	414,186,693	44.0	47,785	57,665	185,174,824	48.3	19,810	27,174	6.3360	6.2619	6.2619
NIAGARA FALLS	217.7	212.3	-3.5	80.8	-1.1	3,299,994	36.5	29,515	40,346	1,583,627	35.8	13,647	18,609	.0767	.0696	.0696
Niagara	217.7	212.3	-3.5	80.8	-1.1	3,299,994	36.5	29,515	40,346	1,583,627	35.8	13,647	18,609	.0767	.0696	.0696
ORANGE COUNTY	296.7	308.7	6.2	105.5	8.5	5,298,106	48.4	36,742	50,219	3,114,534	53.2	20,909	29,522	.1188	.1188	.1188
Orange	296.7	308.7	6.2	105.5	8.5	5,298,106	48.4	36,742	50,219	3,114,534	53.2	20,909	29,522	.1188	.1188	.1188
POUGHKEEPSIE	262.2	270.6	3.2	95.7	6.2	5,290,711	48.2	30,446	55,284	2,567,872	50.0	19,084	26,893	.1121	.1090	.1090
Dutchess	262.2	270.6	3.2	95.7	6.2	5,290,711	48.2	30,446	55,284	2,567,872	50.0	19,084	26,893	.1121	.1090	.1090
ROCHESTER	993.3	1,002.1	.9	381.7	3.5	18,911,343	41.4	36,263	49,548	9,693,439	44.6	18,178	25,296	.4215	.3990	.3990
Livingston	60.7	62.0	2.1	21.1	5.0	899,685	43.5	31,200	42,639	362,279	40.4	12,838	17,170	.0199	.0189	.0189
Monroe	706.9	707.8	.1	276.5	2.7	14,031,564	40.4	37,124	50,747	7,792,483	45.0	19,960	28,183	.3187	.3006	.3006
Ontario	94.2	97.1	3.1	35.5	6.0	1,613,095	44.8	33,250	45,439	982,308	49.6	19,599	27,671	.0378	.0366	.0366
Orleans	40.9	41.6	1.7	14.8	4.2	674,788	42.4	33,466	45,729	178,797	34.9	9,333	12,081	.0136	.0128	.0128
Wayne	90.6	93.6	3.3	33.8	6.3	1,690,211	45.3	36,591	50,006	377,272	33.4	8,898	11,171	.0315	.0299	.0299
SYRACUSE	651.4	653.9	.2	242.2	2.7	11,387,085	48.4	33,946	46,411	6,211,933	44.3	18,181	25,542	.2806	.2676	.2676
Madison	67.9	68.7	1.2	23.2	3.6	983,491	41.5	31,021	42,392	391,565	40.8	12,418	16,878	.0219	.0207	.0207
Onondaga	461.4	458.0	-7.7	175.7	1.7	8,145,034	39.1	33,915	46,358	4,982,400	43.6	20,084	28,357	.1964	.1837	.1837
Oswego	122.1	126.1	3.3	44.3	6.2	2,138,540	45.2	35,647	48,735	837,988	50.0	13,597	18,916	.0442	.0433	.0433



SEMI-ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988-1993	1993 Total EBI (\$000)	% Change 1988-1993	Average Household EBI		1993 Total Retail Sales (\$000)	% Change 1988-1993	Retail Sales Per Household		1988	1993
UTICA-ROME	321.4	319.8	-.5	118.2	1.8	4,704,419	39.2	39,119	39,800	2,711,793	43.7	16,355	22,942	.1157	.1081
Herkimer	67.9	68.5	.9	23.2	2.4	970,110	40.6	28,163	38,496	430,184	44.6	12,632	17,864	.0225	.0210
Oneida	253.5	251.3	-.9	95.0	1.6	3,734,309	38.9	29,376	40,154	2,261,611	43.3	17,223	24,318	.0732	.0871
TOTAL METRO COUNTIES	16,425.5	16,672.1	1.5	6,492.0	4.1	338,703,335	42.3	37,027	50,632	162,395,384	46.4	17,781	25,015	7.1270	6.8050
TOTAL STATE	18,029.4	18,302.7	1.5	7,004.5	4.1	352,116,626	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7.6757	7.3303

NORTH CAROLINA

ASHEVILLE	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	26,727	29,828	.0711	.0722
Buncombe	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	26,727	29,828	.0711	.0722
BURLINGTON	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
Alamance	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
CHARLOTTE-GASTONIA-ROCK HILL	1,113.1	1,193.1	7.2	465.2	10.5	21,028,207	57.4	31,722	45,203	12,953,805	59.2	19,321	27,846	.4547	.4762
Cabarrus	95.1	99.8	4.9	38.3	8.2	1,626,459	53.8	29,872	42,466	1,005,877	55.7	18,250	26,263	.0567	.0374
Caston	173.2	179.4	3.5	67.9	6.4	2,898,379	51.3	30,024	42,686	1,718,663	53.2	17,588	25,312	.0658	.0660
Lincoln	49.2	53.1	7.9	20.3	11.5	904,423	58.5	31,344	44,553	313,124	58.5	10,858	15,425	.0170	.0177
Mecklenburg	478.1	520.9	9.0	211.9	12.3	10,276,517	59.7	34,110	48,497	6,897,413	61.6	22,618	32,530	.2217	.2348
Rowan	105.8	109.5	3.5	43.6	6.6	1,721,845	51.6	27,777	39,492	1,140,539	53.4	18,177	26,160	.0407	.0410
Union	84.0	91.7	9.2	32.5	12.5	1,439,172	59.9	31,148	44,282	688,510	61.8	14,721	21,185	.0292	.0308
York, S. C.	127.2	138.7	9.0	50.7	12.2	2,161,412	61.1	29,682	42,631	1,189,659	62.2	18,224	23,465	.0456	.0485
FAYETTEVILLE	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
Cumberland	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
GREENSBORO-WINSTON-SALEM-															
HIGH POINT	932.7	976.7	4.7	389.7	7.8	17,340,624	53.2	31,308	44,497	10,390,568	54.5	18,598	26,463	.3828	.3886
Davidson	123.2	131.7	6.9	50.9	8.1	2,048,727	53.6	28,313	40,250	898,725	55.5	12,270	17,657	.0424	.0431
Davis	29.2	31.7	8.6	12.0	10.1	521,682	56.5	30,384	43,474	130,407	49.1	8,026	10,867	.0093	.0097
Forsyth	269.1	285.1	5.2	116.8	8.4	5,407,484	54.0	32,594	46,337	3,674,492	55.9	21,880	31,487	.1222	.1248
Gulford	338.3	349.3	3.2	139.8	6.4	6,494,404	51.3	32,674	46,455	4,439,031	53.1	23,036	33,183	.1529	.1534
Randolph	102.7	109.0	6.1	43.0	9.4	1,728,032	55.6	28,265	40,187	727,780	57.5	11,760	16,925	.0348	.0359
Stokes	37.7	40.2	6.6	15.0	10.3	680,332	56.8	31,903	43,355	134,209	55.2	6,357	8,947	.0116	.0120
Yadkin	30.5	31.7	3.9	12.3	7.0	459,943	52.0	26,306	37,394	185,924	51.3	10,688	15,116	.0096	.0097
HICKORY	224.4	226.9	5.6	92.8	8.9	3,924,104	54.8	29,994	42,663	2,346,051	56.6	16,970	24,414	.0859	.0878
Alexander	29.2	30.0	6.4	11.4	10.7	416,279	57.4	25,682	36,516	123,455	54.5	7,758	10,829	.0081	.0082
Burke	78.0	81.3	4.2	31.5	7.5	1,234,354	52.8	27,563	39,186	483,617	54.7	10,669	15,353	.0252	.0255
Catawba	118.2	125.6	6.3	49.1	9.4	2,273,471	55.5	32,569	46,303	1,638,979	57.4	23,195	33,380	.0526	.0541
JACKSONVILLE	129.1	138.0	6.9	43.4	11.6	1,497,781	58.4	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
Onslow	129.1	138.0	6.9	43.4	11.6	1,497,781	58.4	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
RALPH-BURHAM	688.0	762.4	10.8	305.1	14.7	15,157,311	63.2	34,903	49,680	7,732,046	62.3	18,030	25,507	.2745	.3176
Durham	174.4	187.2	7.3	76.2	10.8	3,746,181	57.5	34,580	49,162	2,048,089	59.4	22,677	28,878	.0764	.0798
Franklin	35.9	39.4	9.7	14.4	12.5	531,373	59.9	25,958	36,901	95,620	47.1	6,936	9,071	.0099	.0104
Orange	89.0	96.0	7.9	38.5	12.2	1,714,985	59.4	27,525	44,545	646,536	61.3	15,279	21,988	.0343	.0362
Wake	388.7	439.8	13.1	176.0	17.2	5,154,772	66.6	36,627	52,073	4,756,801	64.2	19,290	27,027	.1742	.1906
WILMINGTON	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
New Hanover	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
TOTAL METRO COUNTIES	3,624.7	3,861.1	6.5	1,388.1	9.9	67,491,283	56.6	31,417	44,753	41,016,420	57.3	19,084	27,197	1.6728	1.5244
TOTAL STATE	6,354.1	6,518.5	5.4	2,668.9	8.9	108,883,041	55.2	28,619	40,797	64,382,603	58.6	16,879	24,123	2.4314	2.4906

NORTH DAKOTA

BISMARCK	89.9	93.8	4.3	34.9	7.1	1,450,411	53.3	29,822	41,559	944,514	46.3	19,804	27,063	.0345	.0344
Burleigh	63.0	66.5	5.6	24.9	7.8	1,134,447	54.0	31,880	43,560	771,401	48.2	22,540	30,980	.0266	.0268
Morton	26.9	27.3	1.5	10.0	5.3	315,964	50.5	22,106	31,596	173,113	38.6	13,131	17,311	.0079	.0076
FARGO-MOORHEAD	158.8	157.1	-1.2	68.9	7.8	2,574,737	54.3	29,341	42,278	1,603,757	45.0	19,575	26,334	.0897	.0894
Cass	101.9	109.0	7.0	43.7	10.9	1,866,970	58.5	29,926	42,768	1,209,201	44.9	21,178	27,671	.0437	.0433
Clay, Minn.	48.9	48.7	-0.6	17.2	6	702,767	44.0	26,454	41,033	394,555	43.7	15,084	22,939	.0170	.0161
GRAND FORKS	70.4	72.0	2.0	25.9	5.3	1,308,954	50.5	35,361	50,539	723,641	42.8	26,605	27,940	.0292	.0285
Grand Forks	70.4	72.0	2.0	25.9	5.3	1,308,954	50.5	35,361	50,539	723,641	42.8	26,605	27,940	.0292	.0285
TOTAL METRO COUNTIES	362.4	374.8	4.7	164.3	8.3	4,628,335	54.3	31,888	44,296	2,877,356	44.8	26,546	27,535	.1064	.1062
TOTAL STATE	686.2	697.4	1.6	260.6	4.3	10,466,693	49.6	28,011	40,172	6,466,506	43.7	17,995	24,791	.2820	.3452

OHIO

AKRON	649.5	638.3	-1.7	248.6	.9	10,904,409	44.6	30,618	43,871	3,741,461	42.3	16,378	23,095	.3495	.3367
Portage	140.6	142.0	1.0	51.0	3.7	2,419,055	48.4	33,126	47,432	922,845	45.0	12,844	18,095	.0494	.0483
Summit	508.9	496.3	-2.5	197.6	-.2	8,487,354	43.5	29,992	42,932	4,618,616	41.6	17,239	24,386	.1999	.1884
CANTON	403.9	401.2	-.7	152.4	2.1	6,299,432	46.2	28,884	41,335	3,458,815	42.6	16,253	22,696	.1473	.1411
Correll	28.3	29.8	5.3	11.0	10.0	410,063	57.5	26,042	37,278	130,422	43.2	8,984	11,857	.0081	.0084
Stark	375.6	371.4	-1.1	141.4	1.6	5,889,369	45.4	29,089	41,650	3,328,393	42.5	16,775	23,539	.1392	.1327
CINCINNATI	1,442.7	1,460.3	1.2	568.8	3.9	26,999,406	49.9	32,918	47,667	15,854,825	51.0	18,217	26,448	.5925	.5868
Clermont	146.4	155.4	6.1	56.4	9.1	2,443,958	56.2	30,259	43,333	1,127,197	53.3	14,219	19,986	.0508	.0521
Hamilton	872.6	869.6	-.3	352.9	9.4	17,043,313	46.7	33,725	48,296	9,940,419	47.9	19,504	28,168	.3828	.3718

1993 PROJECTIONS

OHIO (cont.)



\$2MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988- 1993	1993 Retail Sales Per Household	1988	1993	1988	1993	1988	1993
Warren	108.9	114.1	4.8	40.4	7.7	2,049,390	34.3	35,421	50,727	635,919	45.7	11,639	15,741	.0385	.0386		
Dearborn, Ind.	39.1	41.6	6.4	14.7	8.1	599,856	58.9	28,105	40,807	231,336	57.0	11,190	15,737	.0121	.0126		
Boone, Ky.	53.7	57.8	7.6	20.5	11.4	960,730	66.4	31,380	46,866	1,173,227	82.6	34,929	57,234	.0255	.0290		
Campbell, Ky.	82.0	80.9	-1.3	30.3	1.7	1,429,562	51.9	31,587	47,180	628,608	49.3	14,113	20,746	.0296	.0292		
Kenton, Ky.	140.0	141.1	.8	53.6	3.7	2,472,376	54.8	30,883	46,126	1,318,069	52.9	16,675	24,991	.0532	.0535		
CINCINNATI-HAMILTON CONSOLIDATED AREA	1,722.8	1,751.4	1.7	677.0	4.4	31,632,577	50.4	32,440	46,725	17,009,999	50.7	17,405	25,125	.4886	.4830		
CLEVELAND	1,853.9	1,824.6	-1.6	730.8	1.0	33,823,343	44.9	32,374	46,382	18,791,806	44.7	17,961	25,714	.7683	.7339		
Cuyahoga	1,438.0	1,402.4	-2.5	579.0	.2	25,867,329	43.5	31,195	44,676	15,286,575	44.7	18,280	26,402	.6036	.5731		
Geauga	77.8	79.5	2.2	27.0	5.1	1,616,454	50.4	41,811	59,869	406,378	40.7	11,242	15,051	.0291	.0284		
Lake	216.3	216.7	.2	81.3	3.0	3,909,890	47.5	33,502	47,974	2,344,529	46.3	20,266	28,767	.0079	.0083		
Madison	121.8	126.0	3.4	43.3	6.4	2,429,570	52.4	39,182	56,110	754,318	40.5	13,188	17,421	.0457	.0451		
CLEVELAND-AKRON-LOREAN CONSOLIDATED AREA	2,776.8	2,732.9	-1.6	1,078.1	1.0	49,457,454	44.9	31,998	45,875	26,595,616	44.0	17,307	24,669	1.1193	1.0676		
COLUMBUS	1,334.9	1,379.0	3.3	549.9	6.3	24,288,489	52.3	30,834	44,169	14,035,107	52.0	17,858	25,523	.5371	.5392		
Delaware	62.7	67.7	8.0	24.6	11.8	1,230,741	60.1	34,935	50,030	360,242	49.7	10,942	14,644	.0221	.0229		
Fairfield	100.9	104.5	3.6	38.0	6.4	1,583,435	62.4	29,101	41,669	625,618	46.0	12,005	16,464	.0300	.0327		
Franklin	929.9	960.7	3.3	397.4	6.3	17,617,933	52.2	30,959	44,333	11,510,596	53.5	20,036	28,965	.4012	.4042		
Licking	127.6	130.6	2.4	50.3	5.7	2,140,700	51.3	29,722	42,539	806,133	40.7	12,071	16,066	.0438	.0431		
Madison	35.0	34.9	-.3	11.7	3.5	477,023	48.3	28,472	40,771	245,132	49.5	14,507	20,951	.0112	.0109		
Pickaway	46.2	46.8	1.3	16.1	3.9	669,049	48.7	29,026	41,356	333,998	50.0	14,366	20,745	.0151	.0148		
Union	32.6	33.8	3.7	11.8	5.4	569,808	50.9	33,726	48,289	151,388	41.8	9,533	12,829	.0107	.0106		
DAYTON-SPRINGFIELD	940.0	933.2	-.7	372.7	2.1	16,784,157	46.3	31,444	45,034	8,636,874	44.4	16,367	23,147	.3728	.3578		
Clark	146.9	144.3	-1.8	56.5	1.1	2,426,065	44.7	29,966	42,939	1,042,802	38.1	13,511	18,457	.0531	.0491		
Greene	131.5	131.1	-.3	48.2	2.6	2,517,743	46.8	36,479	52,235	967,152	45.7	14,119	20,865	.0508	.0490		
Miami	91.9	92.0	.1	35.6	3.2	1,578,086	47.8	30,957	44,328	688,802	47.4	14,722	19,348	.0338	.0324		
Montgomery	569.7	565.8	-.7	232.4	2.1	10,262,263	46.2	30,836	44,158	5,728,118	45.7	17,873	25,508	.2351	.2265		
HAMILTON-MIDDLETOWN	380.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,500	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962		
Butler	280.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,500	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962		
LIMA	158.7	159.1	.3	59.7	6.1	2,514,792	47.6	29,421	42,134	1,330,165	46.2	17,989	25,463	.0396	.0379		
Allen	113.6	119.9	5.5	42.4	1.9	1,791,879	46.0	29,512	42,261	1,236,125	47.3	12,023	16,918	.0445	.0430		
Auglaize	45.1	46.3	2.7	17.3	6.1	722,913	51.9	29,190	41,787	294,040	42.1	12,691	16,997	.0151	.0149		
LOREAN-ELYRIA	273.4	270.0	-1.2	98.7	1.5	4,727,803	45.4	33,449	47,901	2,063,355	43.0	14,803	20,895	.1015	.0970		
Walton	273.4	270.0	-1.2	98.7	1.5	4,727,803	45.4	33,449	47,901	2,063,355	43.0	14,803	20,895	.1015	.0970		
MAANSFIELD	129.1	126.8	-1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	23,087	.0491	.0468		
Richland	129.1	126.8	-1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	23,087	.0491	.0468		
PARKERSBURG-MARIETTA	157.6	154.2	-2.2	61.4	2.0	2,343,497	48.5	25,874	36,168	1,480,431	45.3	16,786	23,789	.0844	.0851		
Washington	65.6	65.9	.5	24.9	3.8	916,948	48.6	25,719	36,826	481,942	40.7	14,277	19,355	.0216	.0209		
Wood, W. Va.	92.0	88.3	-4.1	36.5	.8	1,426,539	51.7	25,976	39,083	978,679	47.6	18,317	26,813	.0380	.0342		
STUEBENVILLE-WHITTON	181.0	147.3	-18.6	87.3	.3	2,354,484	47.3	26,877	39,345	1,079,993	41.4	13,995	18,846	.0811	.0849		
Jefferson	84.0	81.9	-2.5	31.7	.3	1,234,430	47.3	27,191	38,941	553,886	34.8	13,002	17,473	.0283	.0284		
Brooks, W. Va.	28.6	27.9	-.2	10.6	1.0	372,274	51.9	23,342	33,730	165,389	49.4	11,816	17,490	.0285	.0285		
Hancock, W. Va.	38.4	37.5	-.2	15.0	.7	647,790	51.3	28,702	43,635	348,618	49.0	15,341	22,708	.0143	.0140		
TOLEDO	615.6	612.4	-.5	239.1	3.2	10,481,549	46.4	31,175	44,674	7,016,535	47.1	20,377	29,546	.3860	.3473		
Fulton	41.0	42.5	3.7	15.5	6.9	731,214	53.0	32,949	47,175	320,924	48.7	14,884	20,705	.0151	.0149		
Lucas	481.8	485.0	1.5	182.8	1.3	7,746,040	45.0	30,431	43,578	5,537,240	46.3	20,974	30,291	.1962	.1883		
Wood	112.8	114.9	1.9	40.8	4.6	1,984,275	49.8	33,961	48,434	1,158,371	51.1	19,638	28,591	.0447	.0443		
YOUNGSTOWN-WARREN	988.4	985.8	-.3	391.4	.3	8,871,388	43.4	29,417	42,126	4,199,087	48.1	15,630	21,843	.1875	.1780		
Mahoning	274.9	268.1	-2.5	104.2	.2	3,845,512	43.5	25,769	36,905	2,319,489	39.8	15,960	22,562	.0962	.0902		
Trumbull	233.5	227.7	-2.5	87.4	.1	4,225,876	43.4	33,763	48,531	1,869,518	40.5	15,238	21,580	.0913	.0858		
TOTAL METRO COUNTIES	8,547.3	8,558.2	0.1	3,262.3	2.7	180,461,943	47.1	31,237	44,781	82,864,499	46.0	17,230	24,580	3.3042	3.2647		
TOTAL STATE	10,996.1	10,999.5	.3	4,340.7	2.8	184,483,283	47.3	30,348	43,496	96,489,586	45.0	16,127	22,753	4.1417	4.0269		

OKLAHOMA

BIRD	61.1	59.6	-2.5	23.7	-4	878,612	44.0	25,628	37,072	503,212	39.0	16,394	21,233	.0222	.0203		
Gerrard	61.1	59.6	-2.5	23.7	-4	878,612	44.0	25,628	37,072	503,212	39.0	16,394	21,233	.0222	.0203		
LAWTON	119.1	121.1	1.7	40.4	3.6	1,542,953	49.8	26,748	38,687	822,421	35.5	15,545	20,357	.0377	.0361		
Comanche	119.1	121.1	1.7	40.4	3.6	1,542,953	49.8	26,748	38,687	822,421	35.5	15,545	20,357	.0377	.0361		
OKLAHOMA CITY	983.8	1,045.8	6.3	406.7	7.7	15,787,806	56.0	36,469	50,633	18,330,117	43.6	19,539	25,867	.3788	.3783		
Canadian	75.8	87.5	15.4	30.0	17.2	1,261,203	69.5	29,064	42,040	583,119	51.8	15,010	19,437	.0332	.0273		
Cleveland	154.7	182.5	18.0	67.4	13.3	2,747,080	64.1	28,181	40,758	1,931,480	39.0	20,349	28,640	.0627	.0673		
Lagan	31.0	32.9	6.1	11.5	8.3	415,945	52.6	23,049	34,254	126,373	36.6	8,480	10,989	.0087	.0086		
McClain	25.8	28.8	11.6	10.0	11.1	344,425	60.7	23,814	34,443	142,845	43.9	11,108	14,283	.0074	.0078		
Oklahoma	425.9	451.0	4.0	264.5	5.6	10,193,904	52.8	26,631	38,548	7,309,793	38.5	21,079	27,636	.2560	.2491		
Pottawatomie	60.6	63.1	4.1	23.3	4.5	742,357	51.1	22,029	31,861	429,307	35.4	14,086	18,254	.0188	.0179		
TULSA	747.4	793.1	6.1	311.3	7.9	11,837,043	56.8	36,364	37,992	6,159,065	39.9	15,349	19,788	.2663	.2603		
Creek	72.5	79.9	10.3	28.8	11.2	993,667	60.3	33,902	34,572	397,935	44.0	10,670	13,818	.0311	.0217		
Osage	41.9	43.0	3.6	15.9	3.2	359,429	49.3	24,326	35,184	93,761	33.7	4,631	6,023	.0108	.0166		
Rogers	58.7	65.3	11.8	22.4	12.4	700,337	62.6	36,637	38,510	234,758	45.6	8,021	10,388	.0165	.0172		
Tulsa	520.6	544.5	4.8	223.6	6.8	8,375,763	54.3	36,516	38,333	3,324,047	38.4	18,386	23,811	.2001	.1992		
Wagoner	53.7	60.2	12.1	30.4	14.0	825,849	64.8	27,989	40,483	106,548	47.6	4,033	5,223	.0138	.0141		



S&M ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average	1993	%	Retail Sales	%	1993	%	1993	1988	1993
	Total Pop (Thous.)	Total Pop (Thous.)	Change 1988-1993	Total Hhlds. (Thous.)	Change 1988-1993	Total EBI (\$000)	Change 1988-1993	Household EBI	Total Retail Sales (\$000)	Change 1988-1993	Per Household	Change 1988-1993	Total Retail Sales (\$000)	Change 1988-1993	Per Household	1988	1993
TOTAL METRO COUNTIES	1,948.0	2,059.5	5.7	796.0	7.3	30,311,876	55.3	26,312	38,080	18,121,694	40.6	17,377	22,766	7.120	.7063		
TOTAL STATE	3,317.5	3,459.3	4.3	1,328.2	5.7	46,485,624	53.1	24,156	34,999	26,817,349	39.7	15,272	20,191	1.1148	1.0941		
OREGON																	
EUGENE-SPRINGFIELD	268.1	261.5	-2.5	107.0	.3	4,311,618	51.1	26,747	40,295	2,329,283	43.4	15,225	21,769	.9779	.0951		
Lane	268.1	261.5	-2.5	107.0	.3	4,311,618	51.1	26,747	40,295	2,329,283	43.4	15,225	21,769	.9779	.0951		
MIDFORD	144.2	149.7	3.8	58.9	6.5	2,224,713	60.5	25,073	37,771	1,275,664	48.0	15,583	21,658	.0501	.0510		
Jackson	144.2	149.7	3.8	58.9	6.5	2,224,713	60.5	25,073	37,771	1,275,664	48.0	15,583	21,658	.0501	.0510		
PORTLAND	1,179.3	1,212.9	2.8	493.3	5.1	24,485,246	59.0	33,096	50,061	12,857,028	54.9	19,064	28,090	.5123	.5280		
Clatsop	264.1	274.9	4.1	103.0	7.1	5,304,942	61.3	34,391	51,504	2,133,196	53.6	14,434	20,711	.1004	.1043		
Multnomah	568.3	567.7	-.1	248.5	2.3	11,177,331	56.0	29,860	44,979	7,387,691	51.5	20,073	29,729	.2536	.2541		
Washington	287.6	309.5	7.6	119.5	9.8	7,257,115	65.4	40,318	60,729	3,861,186	62.7	21,817	32,311	.1382	.1490		
Yamhill	59.3	60.8	2.5	22.3	5.2	945,858	58.5	28,156	42,415	474,955	55.8	14,380	21,298	.0201	.0206		
PORTLAND-VANCOUVER CONSOLIDATED AREA	1,395.9	1,482.4	6.2	581.7	5.6	28,653,102	58.2	32,895	49,258	15,234,232	54.5	18,031	26,361	.5898	.6064		
SALEM	268.5	276.8	3.1	107.1	5.9	4,346,571	59.6	26,322	39,651	2,018,719	47.8	13,508	18,849	.0901	.0917		
Marion	220.4	227.5	3.2	88.1	6.0	3,480,372	59.7	26,225	39,505	1,870,342	48.4	15,170	21,230	.0765	.0778		
Polk	48.1	49.3	2.5	19.0	5.6	766,199	59.0	26,771	40,326	148,377	41.3	3,835	7,809	.0136	.0139		
TOTAL METRO COUNTIES	1,840.1	1,900.9	3.3	766.3	4.6	35,468,148	58.1	30,630	46,285	19,480,694	52.2	17,475	25,422	.7504	.7658		
TOTAL STATE	2,755.6	2,804.9	1.8	1,120.1	4.3	48,832,784	57.4	28,872	43,597	26,795,391	51.3	16,497	23,922	1.0531	1.0688		
PENNSYLVANIA																	
ALLENTOWN-BETHLEHEM	674.3	694.9	3.1	275.6	5.8	13,047,354	48.4	33,734	47,342	6,871,497	48.7	17,731	24,933	.3822	.3778		
Carbon	55.4	56.3	1.6	22.7	4.1	836,211	46.1	26,248	36,837	297,465	41.3	9,657	13,104	.0175	.0171		
Lehigh	286.6	294.2	2.7	120.1	3.4	6,095,444	48.0	36,157	50,753	3,991,186	50.8	23,236	33,232	.1368	.1370		
Northampton	242.7	251.4	3.6	97.7	6.3	4,226,078	49.2	30,818	43,256	1,627,263	43.4	12,348	16,656	.0864	.0846		
Warren, N. J.	89.6	93.0	3.8	35.1	6.4	1,889,621	49.0	38,439	52,835	955,587	52.0	19,057	27,225	.0395	.0391		
ALTOONA	133.2	130.5	-2.0	50.8	.4	1,896,038	40.9	26,587	37,324	1,276,396	43.6	17,568	25,126	.0490	.0460		
Blair	133.2	130.5	-2.0	50.8	.4	1,896,038	40.9	26,587	37,324	1,276,396	43.6	17,568	25,126	.0490	.0460		
BEAVER COUNTY	192.0	187.2	-2.5	71.4	-.1	3,067,714	40.2	30,007	42,125	1,319,883	37.1	13,469	18,486	.0683	.0630		
Beaver	192.0	187.2	-2.5	71.4	-.1	3,067,714	40.2	30,007	42,125	1,319,883	37.1	13,469	18,486	.0683	.0630		
ERIE	282.8	282.4	-.1	106.7	2.4	4,787,464	43.7	31,966	44,868	2,402,517	43.6	16,859	22,517	.1077	.1026		
Erie	282.8	282.4	-.1	106.7	2.4	4,787,464	43.7	31,966	44,868	2,402,517	43.6	16,859	22,517	.1077	.1026		
HARRISBURG-LEBANON-CARLISLE	588.4	604.8	2.8	240.0	5.5	11,461,577	48.1	34,026	47,757	7,306,155	50.6	21,322	30,438	.3637	.3594		
Cumberland	194.3	202.0	4.0	78.5	6.9	4,098,480	50.1	37,195	52,210	3,057,207	53.0	27,231	38,945	.0949	.0970		
Dauphin	238.8	241.7	1.2	100.4	3.8	4,854,250	45.7	34,446	48,349	2,839,816	48.5	19,778	28,285	.1087	.1057		
Lebanon	113.6	116.1	2.2	44.1	3.0	1,829,039	47.4	29,551	41,475	1,196,370	50.2	18,970	27,129	.0441	.0432		
Perry	41.7	45.0	7.9	17.0	10.4	679,808	54.5	28,494	39,989	211,762	48.4	9,268	12,457	.0130	.0135		
JOHNSTOWN	254.8	250.4	-1.7	94.0	.3	3,895,197	41.1	23,464	32,928	1,560,917	34.6	12,405	16,406	.0776	.0716		
Cambria	172.4	168.1	-2.5	62.7	-.2	2,093,835	40.1	23,790	33,394	1,098,577	33.4	13,116	17,521	.0534	.0488		
Somerset	82.4	82.3	-.1	31.3	2.0	1,001,362	43.1	22,796	31,992	462,340	37.5	10,951	14,771	.0342	.0328		
LANCASTER	407.2	432.2	6.1	162.8	9.0	7,725,405	53.1	33,808	47,453	4,486,363	55.9	19,269	27,558	.1680	.1713		
Lancaster	407.2	432.2	6.1	162.8	9.0	7,725,405	53.1	33,808	47,453	4,486,363	55.9	19,269	27,558	.1680	.1713		
PHILADELPHIA	4,909.7	5,013.3	2.1	1,908.6	4.7	101,369,722	47.5	37,692	53,112	53,748,046	49.9	19,456	28,161	2.1747	2.1332		
Bucks	542.1	576.0	6.3	209.5	9.1	11,801,054	53.2	40,128	56,330	6,882,542	56.1	22,970	32,852	.2502	.2555		
Chester	353.4	374.9	6.1	138.5	9.1	8,715,672	53.1	44,833	62,929	3,280,292	56.0	16,561	23,684	.1600	.1629		
Delaware	570.5	579.1	1.5	221.1	4.1	12,014,001	48.2	38,711	54,337	6,972,235	48.9	22,030	31,534	.2658	.2589		
Montgomery	683.6	705.7	3.2	270.6	6.0	17,002,036	48.8	44,761	62,831	11,075,961	51.6	28,620	40,931	.3756	.3724		
Philadelphia	1,642.9	1,615.3	-1.7	646.7	.8	27,289,631	41.5	30,064	42,198	13,875,745	44.2	15,003	21,456	.8238	.8876		
Burlington, N. J.	399.9	420.6	5.2	147.4	8.1	9,399,420	51.5	46,498	63,125	3,874,862	50.8	18,850	26,288	.1828	.1829		
Camden, N. J.	497.5	511.7	2.9	192.8	3.5	10,570,276	47.8	39,144	54,825	5,442,946	50.8	19,761	28,231	.2229	.2197		
Gloucester, N. J.	219.8	230.0	4.6	82.0	7.3	4,377,632	50.3	38,115	53,366	2,343,463	52.4	20,134	28,579	.0936	.0935		
PHILADELPHIA-WASHINGTON-BRINTON CONSOLIDATED AREA	5,942.1	6,082.0	2.4	2,304.5	4.9	124,378,447	47.8	38,315	53,972	65,280,063	50.1	19,787	28,309	2.6481	2.6034		
PITTSBURGH	2,109.1	2,046.0	-2.3	831.8	.1	35,839,736	40.5	30,697	43,067	18,321,198	38.3	15,944	22,026	.8291	.7883		
Allegheny	1,360.5	1,326.8	-2.5	547.9	.0	24,541,806	40.3	31,912	44,792	12,879,138	38.9	16,917	23,506	.5650	.5327		
Fayette	153.9	150.1	-2.5	57.0	.0	1,834,131	40.4	22,796	32,002	964,172	32.2	12,796	16,915	.0470	.0429		
Washington	213.4	210.0	-1.6	81.7	.9	3,422,513	41.6	29,843	41,891	1,473,153	37.3	13,247	18,031	.0765	.0710		
Westmoreland	381.3	373.1	-2.2	145.2	.3	6,051,276	40.8	29,686	41,675	3,004,735	38.2	15,011	20,604	.1406	.1306		
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA	2,301.1	2,247.2	-2.3	903.2	.1	38,847,440	40.5	30,643	43,011	19,641,081	38.2	15,748	21,746	.8973	.8312		
READING	329.4	337.5	2.5	138.4	5.2	6,129,370	47.7	32,251	45,269	3,952,484	50.5	20,411	29,191	.1433	.1403		
Berks	329.4	337.5	2.5	138.4	5.2	6,129,370	47.7	32,251	45,269	3,952,484	50.5	20,411	29,191	.1433	.1403		
SCRANTON-WILKES-BARRE	736.4	738.7	.3	291.9	3.0	11,537,324	44.6	38,134	59,835	6,763,180	45.3	16,421	23,170	.3749	.3634		
Columbia	63.7	62.5	-.3	23.7	2.6	890,835	44.0	26,784	37,588	428,818	42.0	13,072	18,094	.0207	.0197		
Lackawanna	222.3	218.7	-1.6	86.1	.8	3,477,563	41.3	28,777	40,390	2,219,149	44.2	18,023	25,774	.0862	.0812		
Luzerne	331.9	324.9	-2.1	129.7	.3	5,017,267	40.8	27,556	38,684	3,000,433	40.5	16,176	23,135	.1232	.1156		
Monroe	90.2	101.8	12.9	41.0	16.1	1,687,145	63.0	29,318	41,150	918,740	54.7	16,829	22,408	.0350	.0372		
Wyoming	29.3	30.8	5.1	11.4	9.6	484,514	53.8	29,035	40,747	195,840	52.1	12,382	17,179	.0098	.0097		

PA. (cont.)



SAMM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Holds. (Thous.)	% Change 1988-1993	1993 Total EBI (\$000)	% Change 1988-1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988-1993	Retail Sales Per Household	1988	1993	1988	1993	1988	1993
SHARON	124.7	121.6	-2.5	46.1	.8	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,235	.0437	.0401		
Mercer	124.7	121.6	-2.5	46.1	.8	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,235	.0437	.0401		
STATE COLLEGE	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392		
Centre	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392		
WILLIAMSPORT	118.5	117.4	-.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410		
Lycoming	118.5	117.4	-.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410		
YORK	406.4	419.3	3.2	163.4	5.9	7,432,869	48.7	32,405	45,489	3,380,150	47.4	14,860	20,486	.1363	.1325		
Adams	72.3	74.2	2.6	27.5	5.4	1,231,777	47.9	31,651	44,428	407,739	48.0	10,555	14,827	.0244	.0230		
York	334.1	345.1	3.3	135.9	6.0	6,211,092	48.8	32,559	45,703	2,972,411	47.3	15,736	21,872	.1319	.1297		
TOTAL METRO COUNTIES	10,178.1	10,255.1	.8	4,008.3	3.3	186,290,523	45.5	33,001	46,474	101,618,724	46.5	17,481	25,351	4.1818	4.0353		
TOTAL STATE	12,045.8	12,136.9	.8	4,726.4	3.3	213,366,141	45.4	32,069	45,143	114,777,147	45.9	17,193	24,384	4.8067	4.6325		

RHODE ISLAND

PROVIDENCE-PAWTUCKET-

WOONSOCKET	908.7	933.0	2.7	351.0	4.6	17,494,916	50.0	34,766	49,843	9,660,119	51.5	19,808	27,522	.3805	.3781		
Bristol	48.3	49.3	2.1	16.9	3.0	929,223	47.7	38,371	54,984	323,094	48.9	13,315	19,236	.0182	.0178		
Kent	164.7	170.4	3.5	62.9	5.4	3,349,762	51.0	37,161	53,255	2,235,395	52.2	24,599	35,339	.0764	.0764		
Providence	589.0	599.3	1.7	230.2	3.7	11,081,867	48.6	33,594	48,140	5,748,357	49.8	17,285	24,971	.2395	.2356		
Washington	106.7	114.0	6.8	41.0	9.6	2,134,084	57.1	36,322	52,050	1,351,273	58.4	22,813	32,958	.0464	.0483		
TOTAL METRO COUNTIES	908.7	933.0	2.7	351.0	4.6	17,494,916	50.0	34,766	49,843	9,660,119	51.5	19,808	27,522	.3805	.3781		
TOTAL STATE	995.3	1,021.3	2.6	383.4	4.6	19,387,833	50.6	35,274	50,568	10,729,688	51.4	19,333	27,986	.4211	.4180		

SOUTH CAROLINA

ANDERSON	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500		
Anderson	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500		
CHARLESTON	513.6	552.5	7.6	194.8	10.4	7,752,748	58.0	27,801	39,799	4,678,234	53.2	17,301	24,016	.1774	.1831		
Berkeley	136.7	159.1	16.4	54.6	19.5	1,987,404	71.6	25,343	36,399	508,323	65.0	6,741	9,310	.0355	.0399		
Charleston	294.4	297.5	1.1	107.1	3.9	4,449,122	49.2	28,922	41,542	3,632,713	50.2	23,451	33,919	.1168	.1150		
Darchester	82.5	95.9	16.2	33.1	19.5	1,316,222	71.6	27,685	39,765	537,198	63.9	11,835	16,230	.0251	.0282		
CHARLOTTE-GASTONIA-ROCK HILL	1,113.1	1,192.1	7.2	465.2	10.5	21,028,207	57.4	31,722	45,303	12,953,805	59.2	19,321	27,846	.4567	.4762		
York	127.3	138.7	9.0	50.7	12.2	2,161,412	61.1	29,682	42,631	1,189,659	62.2	16,224	23,465	.0456	.0485		
Cabarrus, N. C.	95.1	99.8	4.9	38.3	8.2	1,626,439	53.8	29,872	42,466	1,005,877	55.7	18,250	26,263	.0367	.0374		
Gaston, N. C.	173.7	179.4	3.3	67.9	6.4	2,898,379	51.3	30,024	42,686	1,718,663	53.2	17,588	25,312	.0658	.0660		
Lincoln, N. C.	49.2	53.1	7.9	20.3	17.5	904,423	58.5	31,344	44,553	313,124	58.5	10,858	15,423	.0170	.0177		
Mecklenburg, N. C.	478.1	520.9	9.0	211.9	12.3	12,276,517	59.7	34,110	48,497	4,897,413	61.6	22,618	32,530	.2217	.2348		
Rowan, N. C.	105.8	109.5	3.5	43.6	6.6	1,721,845	51.6	27,777	39,492	1,140,559	53.4	18,177	26,160	.0407	.0410		
Union, N. C.	84.0	91.7	9.2	32.5	12.5	1,439,172	59.9	31,148	44,282	688,510	61.8	14,721	21,183	.0292	.0308		
COLUMBIA	465.8	498.3	7.0	187.7	10.3	8,776,518	58.3	32,602	46,758	4,533,429	56.5	17,026	24,133	.1812	.1882		
Lexington	180.5	203.6	12.8	78.1	16.0	3,505,766	66.7	31,251	44,888	1,384,618	64.2	12,532	17,729	.0644	.0704		
Richland	285.3	294.7	3.3	109.6	6.6	5,270,752	53.1	33,485	48,091	3,148,811	53.4	19,949	28,730	.1168	.1178		
FLORENCE	121.7	126.4	3.9	45.7	6.8	1,595,386	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418		
Florence	121.7	126.4	3.9	45.7	6.8	1,595,386	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418		
GREENVILLE-SPARTANBURG	625.4	654.5	4.7	255.1	7.7	9,994,575	54.7	27,274	39,179	6,428,506	55.1	17,494	25,200	.2319	.2365		
Greenville	316.6	331.8	4.8	131.6	7.8	5,054,358	54.8	26,740	38,407	3,769,475	55.9	19,804	28,643	.1232	.1259		
Pickens	90.4	96.1	6.3	33.2	9.7	1,473,233	57.5	29,140	41,853	616,963	52.5	12,600	17,527	.0300	.0308		
Spartanburg	218.4	226.6	3.8	88.3	6.8	3,466,984	53.4	27,337	39,264	2,042,060	54.4	15,990	23,126	.0787	.0798		
TOTAL METRO COUNTIES	2,122.2	2,254.3	6.2	844.8	9.2	34,604,111	56.8	38,536	46,961	20,232,863	55.2	16,857	23,950	.2783	.2929		
TOTAL STATE	3,511.0	3,712.2	5.7	1,380.8	8.8	53,787,984	56.7	27,058	38,954	31,427,796	55.5	15,992	22,761	1.2138	1.3485		

SOUTH DAKOTA

RAPID CITY	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,823	29,917	.0346	.0348		
Pennington	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,823	29,917	.0346	.0348		
SIOUX FALLS	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,836	46,965	1,476,256	47.5	19,781	26,456	.0359	.0368		
Minnehaha	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,836	46,965	1,476,256	47.5	19,781	26,456	.0359	.0368		
TOTAL METRO COUNTIES	207.7	222.6	7.2	89.7	10.1	4,104,181	56.5	32,181	45,755	2,490,444	48.1	20,431	27,764	.0905	.0916		
TOTAL STATE	722.5	738.3	2.2	281.3	4.3	10,732,177	49.2	26,657	38,132	6,250,390	45.9	15,878	22,220	.2541	.2486		

TENNESSEE

CHATTANOOGA	437.4	441.9	1.0	172.4	3.7	6,838,365	49.8	27,434	39,620	4,913,698	50.0	17,277	24,992	.1623	.1599		
Hamilton	291.1	291.9	.3	117.3	3.1	4,910,627	50.5	28,673	41,864	3,265,053	50.3	19,090	27,835	.1165	.1151		
Marion	25.8	26.5	2.7	10.1	3.2	317,845	53.6	21,556	31,470	138,080	43.1	10,053	13,672	.0070	.0071		
Sequatchie	9.1	9.4	3.3	3.6	9.1	124,693	59.2	23,735	34,637	53,245	59.0	10,146	14,790	.0026	.0026		
Catoosa, Ga.	41.4	42.6	5.3	16.0	8.1	386,446	50.8	26,280	36,653	426,594	54.7	18,657	26,600	.0147	.0148		
Dade, Ga.	17.9	17.1	1.6	4.3	.0	126,834	59.5	21,150	29,501	57,293	53.6	9,973	13,324	.0034	.0030		
Walker, Ga.	57.1	57.4	.5	21.3	2.9	771,900	43.5	25,986	36,239	374,425	46.7	12,330	17,579	.0180	.0173		
CLARKSVILLE-HOPKINSVILLE	159.2	163.8	2.9	57.3	6.3	2,340,838	56.3	27,790	40,883	1,264,189	48.5	15,796	22,663	.0830	.0835		
Montgomery	94.7	100.9	6.5	37.1	10.1	1,476,187	60.7	27,254	39,789	731,784	49.2	14,532	19,725	.0317	.0323		
Christian, Ky.	64.5	62.9	-2.5	20.2	.0	864,641	49.4	28,656	42,804	332,403	47.5	17,871	26,357	.0213	.0207		
JACKSON	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,376	39,826	1,086,979	53.1	21,902	31,936	.0319	.0319		
Madison	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,376	39,826	1,086,979	53.1	21,902	31,936	.0319	.0319		



SEMI-ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88	12/31/93	%	12/31/93	%	1993	%	Average Household EBI		1993	%	Retail Sales Per Household		1988	1993		
	Total Pop. (Thous.)	Total Pop. (Thous.)	Change 1988-1993	Total Pop. (Thous.)	Change 1988-1993	Total EBI (\$000)	Change 1988-1993	1988	1993	Total Retail Sales (\$000)	Change 1988-1993	1988	1993	1988	1993		
JOHNSON CITY-KINGSFORD-																	
BRISTOL	451.4	459.1	1.7	177.8	4.1	6,962,542	50.8	27,034	39,159	3,885,268	49.9	15,170	21,853	1.999	1.575		
Carter	51.4	51.9	1.0	20.6	3.0	676,766	50.4	22,502	32,833	196,736	37.4	7,159	9,531	.9141	.9133		
Hawkins	47.3	49.0	3.6	18.7	6.3	764,866	55.1	28,017	40,902	206,483	50.5	7,797	11,042	.9143	.9144		
Sullivan	148.7	150.3	1.1	60.9	3.9	2,492,314	51.7	28,029	40,925	1,638,462	48.8	18,787	26,904	.9390	.9384		
Union	16.7	16.8	.6	6.6	3.1	250,038	50.6	25,950	37,883	51,931	35.1	6,009	7,871	.9048	.9046		
Washington	93.5	95.9	2.6	37.0	5.7	1,429,407	54.3	26,460	38,633	967,039	54.1	17,925	26,136	.9343	.9346		
Bristol city, Va.	18.1	17.7	-2.2	7.3	.0	276,627	40.2	27,023	37,894	388,590	56.4	34,037	53,232	.9093	.9090		
Scott, Va.	25.3	25.3	.0	8.9	1.1	368,961	41.8	29,573	41,456	187,883	44.5	14,770	21,110	.9086	.9081		
Washington, Va.	50.4	52.2	3.6	17.8	4.1	703,563	45.9	28,194	39,526	248,104	48.9	9,732	13,938	.9149	.9147		
KNOXVILLE	605.7	625.8	3.3	252.4	6.4	10,365,260	55.8	28,176	41,067	7,222,920	54.2	19,741	28,617	.9436	.9483		
Anderson	70.6	71.9	1.8	29.2	5.0	1,374,151	53.4	32,231	47,040	686,724	52.0	16,251	23,518	.9386	.9387		
Blount	86.6	91.0	5.1	35.8	8.2	1,359,726	57.9	28,015	37,981	910,262	56.2	17,603	25,426	.9317	.9329		
Grainger	17.6	17.9	1.7	6.8	4.6	185,247	52.7	18,658	27,242	29,656	36.2	3,350	4,361	.9037	.9038		
Jefferson	34.6	36.3	4.9	13.6	7.9	567,883	57.6	28,603	41,756	134,334	43.3	7,440	9,878	.9104	.9107		
Knox	333.0	339.9	2.1	140.0	4.9	5,986,330	53.2	29,288	42,760	4,737,035	53.0	23,206	33,836	.1473	.1484		
Sevier	50.5	55.5	9.9	21.7	13.6	741,639	65.9	33,408	34,177	692,768	65.7	21,894	31,923	.9190	.9208		
Union	12.8	13.3	3.9	5.3	10.4	150,284	61.2	19,428	28,355	32,141	55.4	4,308	6,064	.9029	.9030		
MEMPHIS	981.2	1,015.3	3.5	379.6	6.4	16,165,958	55.5	29,157	42,587	10,614,466	58.8	19,387	27,962	.9742	.9814		
Shelby	826.1	849.7	2.9	322.4	5.9	14,058,702	54.8	29,865	43,006	9,407,845	54.4	20,012	29,181	.9267	.9314		
Tipton	37.0	39.2	5.9	13.9	8.6	487,118	58.6	24,002	35,044	145,771	41.4	8,056	10,487	.9098	.9100		
Crittenden, Ark.	50.7	51.0	.6	17.5	2.9	554,401	48.6	22,028	31,794	694,923	61.3	23,347	39,710	.9181	.9183		
De Soto, Miss.	67.4	75.4	11.9	25.8	15.7	1,063,737	71.1	27,876	41,230	345,927	65.3	9,939	14,183	.9196	.9217		
NASHVILLE	985.0	1,063.9	8.0	413.6	10.8	19,982,685	62.1	33,040	48,314	9,444,396	53.4	18,849	23,318	.9959	.9146		
Chestnut	28.2	32.0	13.5	11.1	15.6	455,171	68.8	28,086	41,006	103,287	56.6	6,873	9,305	.9079	.9085		
Davidson	512.7	533.0	4.0	221.6	7.1	10,641,051	56.3	32,891	48,019	6,824,513	53.2	21,336	30,797	.9341	.9390		
Dickson	34.9	37.7	8.0	14.2	10.9	579,945	62.0	27,974	40,841	237,229	51.0	12,272	16,706	.9118	.9120		
Robertson	42.9	46.2	7.7	16.8	10.5	716,782	61.4	29,222	42,666	216,218	48.0	9,612	12,870	.9134	.9139		
Rutherford	112.1	129.6	15.6	47.8	19.5	2,426,463	74.5	34,769	50,763	799,643	56.4	12,778	16,729	.9411	.9459		
Sumner	103.3	113.2	9.6	40.7	12.4	1,846,599	64.1	31,076	45,371	883,350	51.9	10,612	14,333	.9338	.9357		
Williamson	80.4	93.4	16.2	32.4	19.1	1,954,422	73.9	41,316	60,322	492,868	55.1	11,866	15,212	.9305	.9343		
Wilson	70.5	78.8	11.8	29.0	15.1	1,362,252	68.0	32,174	46,974	387,288	54.9	9,918	13,355	.9235	.9253		
TOTAL METRO COUNTIES	3,310.6	3,451.1	4.2	1,345.7	7.2	58,591,019	56.7	29,767	43,539	34,475,770	53.0	18,049	25,748	1.2993	1.3192		
TOTAL STATE	4,948.2	5,130.9	3.7	1,986.4	6.6	81,494,784	56.0	28,043	41,026	44,386,820	51.5	15,699	22,305	1.7874	1.8132		
TEXAS																	
ABILENE	134.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.9515	.9518		
Taylor	124.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.9515	.9518		
AMARILLO	197.8	209.1	6.1	81.0	8.1	3,555,330	53.1	38,600	43,893	2,154,423	48.5	19,376	26,400	.9798	.9800		
Porter	104.3	106.8	2.4	42.4	4.2	1,519,735	48.2	23,183	33,843	1,561,663	49.9	23,601	36,832	.9442	.9437		
Randall	92.7	102.3	10.4	38.6	12.9	2,035,605	60.6	37,050	52,736	592,960	44.9	11,968	15,362	.9354	.9371		
AUSTIN	746.1	867.3	16.2	342.2	19.3	15,351,953	69.8	31,835	44,863	7,538,567	53.8	17,063	22,000	.9973	.9239		
Hays	61.7	72.3	17.2	24.6	21.2	985,815	72.4	38,163	40,074	379,715	55.3	12,027	15,436	.9186	.9200		
Travis	560.2	648.2	15.7	268.1	19.1	12,139,477	69.5	31,814	43,280	6,423,612	53.8	18,560	23,960	.9386	.9389		
Williamson	124.3	146.8	18.2	49.5	19.6	2,226,661	70.2	31,605	44,983	723,240	53.8	11,392	14,651	.9400	.9442		
BEAUMONT-PORT ARTHUR	379.6	374.5	-1.2	137.0	5	6,094,602	43.0	31,362	44,486	3,494,090	35.9	18,869	25,304	.1472	.1369		
Hardin	43.2	44.0	1.9	15.0	2.7	615,916	46.2	28,850	41,061	340,496	32.7	12,414	16,033	.9136	.9129		
Jefferson	252.6	249.4	-1.3	93.4	-4	4,075,282	43.0	30,650	43,633	2,533,911	35.1	20,324	27,344	.1016	.9941		
Orange	83.2	81.1	-2.5	28.6	-3	1,403,404	41.8	34,473	49,070	699,683	39.8	17,438	24,464	.9320	.9299		
BRAXTON	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,708	1,549,960	48.2	16,341	22,111	.9755	.9745		
Braxton	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,708	1,549,960	48.2	16,341	22,111	.9755	.9745		
BROWNSVILLE-MARLENGEN	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	32,442	2,350,919	53.0	19,362	26,173	.9773	.9809		
Comal	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	32,442	2,350,919	53.0	19,362	26,173	.9773	.9809		
BRYAN-COLLEGE STATION	134.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.9477	.9510		
Brazos	134.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.9477	.9510		
CORPUS CHRISTI	362.1	377.0	4.1	127.9	6.4	5,057,035	51.5	27,776	39,839	3,888,540	40.1	19,529	25,712	.1369	.1388		
Nueces	300.9	315.3	4.8	108.2	7.0	4,302,106	52.3	27,936	39,761	2,881,312	40.2	20,326	26,620	.1081	.1058		
San Patricio	61.2	61.7	.8	19.7	3.1	754,919	46.2	26,933	38,321	407,228	39.3	15,309	20,471	.9188	.9180		
DALLAS	2,476.2	2,757.4	11.4	1,063.9	13.8	54,236,277	62.2	35,789	50,979	18,578,340	51.7	20,182	26,863	1.9801	1.1483		
Collin	229.7	270.6	17.8	90.8	19.9	5,655,784	70.7	43,761	62,288	2,403,697	68.3	18,816	26,472	.9997	.1112		
Dallas	1,856.6	2,029.3	9.3	811.0	12.2	40,417,815	59.6	35,018	49,837	23,565,631	50.0	21,724	29,037	.9806	.9799		
Denton	225.4	265.5	17.8	96.3	20.4	3,294,319	71.3	38,435	54,977	1,379,373	54.3	12,777	16,401	.9673	.9667		
Ellis	82.1	95.4	16.2	32.5	17.0	1,356,586	66.5	29,512	42,000	483,684	50.2	11,715	15,037	.9237	.9280		
Kaufman	55.0	63.9	16.2	21.6	16.6	861,933	69.9	27,777	39,538	378,480	49.6	13,525	17,361	.9173	.9188		
Rockwall	37.4	32.7	19.3	11.7	20.6	649,940	71.7	39,033	55,500	163,473	54.8	11,019	14,143	.9103	.9116		
DALLAS-FORT WORTH CONSOLIDATED																	
AREA	4,754.0	4,715.9	-1.2	1,816.1	-14.7	88,557,917	63.4	35,004	49,847	42,132,833	52.1	18,474	26,089	1.6149	1.7060		
EL PASO	579.7	633.9	9.3	193.9	11.4	7,368,565	58.5	36,336	37,486	3,873,307	44.1	15,439	19,976	.1786	.1744		
El Paso	579.7	633.9															

1993 PROJECTIONS

TEXAS (cont.)



S&MR ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME					RETAIL SALES					BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988-1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988-1993	1993 Total EBI (\$000)	% Change 1988-1993	Average Household EBI	1993 Total Retail Sales (\$000)	% Change 1988-1993	Retail Sales Per Household	1988	1993	1988	1993	1988	1993
								1988 1993									
Tarrant	1,118.1	1,272.8	13.8	485.9	16.4	23,441,740	65.6	33,895	48,244	12,432,536	52.5	19,525	25,587	.4706	.5022		
GALVESTON-TEXAS CITY	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837		
Galveston	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837		
HOUSTON	3,197.1	3,422.5	7.1	1,285.4	9.2	61,719,261	55.6	33,705	48,016	33,137,581	42.9	19,714	25,790	1.3399	1.3334		
Fort Bend	200.1	234.3	17.1	76.2	19.8	4,341,364	70.5	40,029	56,973	1,056,072	53.8	10,797	13,859	.0701	.0777		
Harris	2,740.1	2,897.0	5.7	1,111.3	8.1	33,034,319	53.9	33,324	47,714	30,102,654	41.8	20,562	27,088	1.1723	1.1613		
Liberty	55.7	59.9	7.5	21.1	8.2	821,221	54.0	27,346	38,920	439,826	41.1	15,986	20,845	.0189	.0188		
Montgomery	177.9	206.0	15.8	68.8	17.3	3,200,844	66.8	32,639	46,524	999,402	50.4	11,317	14,526	.0379	.0426		
Waller	23.3	25.3	8.6	8.0	14.3	331,513	62.6	39,120	41,439	339,627	82.4	42,246	47,453	.0107	.0120		
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA	3,608.7	3,854.4	6.9	1,438.7	9.0	69,414,431	55.3	33,870	48,249	36,720,939	43.2	19,437	25,534	1.4903	1.4906		
KILLIN-TEMPLE	348.9	367.9	7.6	90.7	10.6	3,834,611	57.5	29,606	42,166	1,827,674	48.8	14,975	20,151	.0823	.0842		
Bell	183.2	197.7	7.9	71.4	10.4	2,761,153	57.1	27,168	38,672	1,653,527	49.5	17,121	23,187	.0638	.0652		
Coryell	65.7	70.2	6.8	19.3	11.6	1,063,458	58.8	38,720	53,101	172,147	63.2	6,950	8,920	.0185	.0190		
LAREDO	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,936	2,006,323	79.4	33,992	54,076	.0417	.0470		
Webb	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,936	2,006,323	79.4	33,992	54,076	.0417	.0470		
LONGVIEW-MARSHALL	169.1	177.6	5.0	65.6	6.8	2,616,916	52.1	27,939	39,771	1,923,402	42.7	21,669	29,216	.0667	.0681		
Gregg	111.7	117.8	5.5	44.5	7.5	1,802,674	53.0	28,464	40,510	1,511,353	43.1	25,513	33,963	.0478	.0487		
Harrison	57.4	59.8	4.2	21.3	5.4	814,242	50.1	26,862	38,227	411,049	41.3	14,402	19,296	.0189	.0184		
LUBBOCK	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,641	36.8	20,042	26,328	.0841	.0800		
Lubbock	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,641	36.8	20,042	26,328	.0841	.0800		
McALLEN-EDINBURG-MISSION	376.6	435.3	15.6	122.5	17.8	3,614,072	67.6	30,729	39,583	2,887,739	54.1	18,018	23,574	.0999	.0976		
Hidalgo	376.6	435.3	15.6	122.5	17.8	3,614,072	67.6	30,729	39,583	2,887,739	54.1	18,018	23,574	.0999	.0976		
MIDLAND	112.5	130.0	15.6	48.6	17.7	2,627,385	67.5	37,984	54,061	1,950,894	64.5	28,715	40,142	.0563	.0621		
Midland	112.5	130.0	15.6	48.6	17.7	2,627,385	67.5	37,984	54,061	1,950,894	64.5	28,715	40,142	.0563	.0621		
ODESSA	127.3	130.6	2.6	48.5	4.8	2,279,006	49.1	33,014	46,990	2,169,257	51.3	30,961	44,727	.0614	.0610		
Ector	127.3	130.6	2.6	48.5	4.8	2,279,006	49.1	33,014	46,990	2,169,257	51.3	30,961	44,727	.0614	.0610		
SAN ANGELO	98.8	105.3	6.5	39.3	8.6	1,675,012	54.5	29,944	42,621	1,236,781	50.4	22,722	31,470	.0408	.0412		
Tom Green	98.8	105.3	6.5	39.3	8.6	1,675,012	54.5	29,944	42,621	1,236,781	50.4	22,722	31,470	.0408	.0412		
SAN ANTONIO	1,398.2	1,434.2	9.7	498.1	12.6	26,761,138	60.4	29,279	41,681	18,995,380	47.3	16,886	22,073	.0839	.0874		
Bexar	1,185.1	1,294.4	9.2	450.5	12.1	18,710,993	59.6	29,182	41,534	10,375,039	47.0	17,567	23,030	.0462	.0478		
Comal	52.0	60.4	16.2	22.7	18.8	1,031,826	69.1	32,562	46,336	339,600	52.5	11,657	14,960	.0184	.0201		
Guadalupe	61.1	69.4	13.6	24.9	16.4	998,319	65.6	28,170	40,093	280,741	49.3	8,784	11,273	.0183	.0195		
SHERMAN-DENISON	98.5	103.1	4.7	40.4	6.0	1,664,544	50.9	28,949	41,202	849,421	39.0	16,045	21,023	.0371	.0364		
Grayson	98.5	103.1	4.7	40.4	6.0	1,664,544	50.9	28,949	41,202	849,421	39.0	16,045	21,023	.0371	.0364		
TEXARKANA	122.3	126.9	3.8	47.8	5.8	1,707,833	51.1	24,990	36,734	1,309,136	47.4	18,183	25,396	.0488	.0499		
Bowie	83.0	86.9	4.7	33.0	6.0	1,153,897	52.0	24,571	34,967	930,890	49.7	20,128	28,209	.0304	.0304		
Miller, Ark.	39.3	40.0	1.8	14.8	2.5	533,736	49.4	23,922	37,414	278,236	40.1	12,065	16,800	.0188	.0125		
TYLER	184.9	169.4	9.4	63.5	11.6	2,745,806	58.8	30,603	43,556	1,443,100	43.6	17,663	22,736	.0594	.0603		
Smith	184.9	169.4	9.4	63.5	11.6	2,745,806	58.8	30,603	43,556	1,443,100	43.6	17,663	22,736	.0594	.0603		
VICTORIA	76.4	79.2	3.7	27.7	6.1	1,151,280	51.0	29,206	41,562	798,929	37.9	22,200	28,842	.0291	.0282		
Victoria	76.4	79.2	3.7	27.7	6.1	1,151,280	51.0	29,206	41,562	798,929	37.9	22,200	28,842	.0291	.0282		
WACO	192.3	202.9	5.5	75.9	7.5	2,800,411	53.0	25,924	36,896	1,595,715	39.0	16,260	21,024	.0464	.0463		
McLennan	192.3	202.9	5.5	75.9	7.5	2,800,411	53.0	25,924	36,896	1,595,715	39.0	16,260	21,024	.0464	.0463		
WICHITA FALLS	126.2	127.3	.9	47.5	2.8	1,883,564	46.3	27,420	39,022	1,382,690	40.0	21,378	29,109	.0469	.0467		
Wichita	126.2	127.3	.9	47.5	2.8	1,883,564	46.3	27,420	39,022	1,382,690	40.0	21,378	29,109	.0469	.0467		
TOTAL METRO COUNTIES	12,449.1	14,903.1	9.2	5,447.3	11.6	247,583,139	59.0	31,885	45,436	136,733,713	47.8	19,318	25,468	0.5610	0.5885		
TOTAL STATE	16,918.9	18,347.7	8.4	6,692.2	10.7	290,765,861	57.9	30,440	43,468	161,016,085	47.2	18,388	24,060	0.5730	0.6064		

UTAH

PROVO-OREN	250.0	261.1	4.4	71.8	5.6	2,754,850	57.3	25,566	38,090	1,461,817	45.8	14,745	20,360	.0670	.0675		
Utah	250.0	261.1	4.4	71.8	5.6	2,754,850	57.3	25,566	38,090	1,461,817	45.8	14,745	20,360	.0670	.0675		
SALT LAKE CITY-OGDEN	1,068.5	1,143.2	7.0	376.2	8.5	16,868,974	61.7	58,890	64,840	10,116,180	57.7	18,510	26,890	.0738	.0801		
Davis	187.0	209.0	11.8	39.5	13.5	2,637,053	69.2	29,746	44,320	1,317,806	63.8	15,357	22,148	.0552	.0605		
Salt Lake	719.7	765.4	6.3	258.1	7.9	11,811,896	60.8	30,715	45,765	7,184,353	57.0	19,138	27,836	.0618	.0739		
Wasatch	161.8	168.8	4.3	58.6	6.5	2,420,023	58.8	27,715	41,297	1,614,028	53.8	18,630	27,543	.0548	.0587		
TOTAL METRO COUNTIES	1,318.5	1,404.3	6.5	468.0	8.1	19,483,824	61.1	29,380	43,789	11,578,004	56.1	17,899	25,844	.0660	.0706		
TOTAL STATE	1,719.3	1,833.4	6.6	578.1	7.9	24,752,135	60.8	28,734	43,816	13,846,723	54.8	16,685	23,952	.0537	.0566		

VERMONT

BURLINGTON	135.1	143.6	6.3	54.6	9.9	2,830,82
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SALES ESTIMATES

POPULATION

EFFECTIVE BUYING INCOME

RETAIL SALES

METRO AREA County	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI 1988 1993	1993 Total Retail Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household 1988 1993	BUYING POWER INDEX		
												1988	1993	
Charlotteville city	41.0	42.0	2.4	17.4	4.8	649,587	46.9	26,633	37,333	1,111,826	63.2	41,048	63,898	.0230 .0237
Fluvanna	11.8	12.7	7.6	4.7	11.9	188,916	56.9	28,673	40,195	50,105	59.9	7,439	10,661	.0036 .0035
Greene	9.3	10.2	9.7	3.7	13.6	180,545	62.0	34,827	48,796	43,288	65.2	8,186	11,699	.0031 .0032
DANVILLE	111.3	110.2	-1.0	40.8	7	1,634,650	41.3	38,577	40,065	902,192	53.0	14,558	22,113	.0386 .0371
Danville city	44.9	44.4	-1.1	17.7	.8	695,192	41.0	28,016	39,276	702,964	55.7	25,650	39,715	.0199 .0194
Pittsylvania	66.4	65.8	-.9	23.1	.9	939,458	41.4	29,008	40,669	199,228	44.2	6,034	8,625	.0187 .0177
LYNCHBURG	148.8	152.3	2.4	54.3	4.6	2,462,383	46.7	32,345	43,346	1,607,967	51.2	20,494	29,613	.0391 .0580
Anhalt	31.1	32.1	3.2	10.7	5.9	497,634	48.5	33,177	46,510	225,771	51.4	14,763	21,100	.0108 .0107
Campbell	49.4	51.4	4.0	17.1	4.3	771,156	46.2	32,172	43,097	222,528	49.0	9,105	13,013	.0134 .0150
Lynchburg city	68.3	68.8	.7	26.5	4.3	1,193,471	46.3	32,126	43,037	1,139,668	51.6	30,125	43,761	.0329 .0323
NORFOLK-VIRGINIA BEACH-														
NEWPORT NEWS	1,372.3	1,476.9	7.6	519.1	10.4	25,392,840	55.7	34,700	48,917	14,318,949	55.9	19,537	27,584	.5455 .5620
Chesapeake city	145.7	163.9	12.5	55.9	15.7	2,754,633	62.3	35,150	49,278	1,284,435	65.4	16,076	22,978	.0338 .0380
Gloucester	30.3	35.5	17.2	13.0	19.3	484,410	67.2	26,583	37,262	205,310	55.9	12,082	15,793	.0098 .0105
Hampton city	129.3	132.0	2.1	47.7	4.8	2,296,731	47.0	34,340	48,149	1,912,347	49.9	28,047	40,091	.0393 .0382
James City	27.8	30.7	10.4	11.3	14.1	568,623	60.0	35,876	50,321	234,440	63.1	14,516	20,747	.0107 .0113
Newport News city	166.0	179.7	5.8	65.5	8.8	2,675,688	52.5	29,137	40,850	1,596,606	52.6	17,383	24,376	.0612 .0619
Norfolk city	280.2	273.3	-2.5	93.2	-5	4,234,247	39.5	32,405	45,432	2,920,527	42.2	21,923	31,336	.1097 .1023
Popponess city	11.0	12.3	11.8	4.1	13.9	237,894	39.6	41,394	58,023	63,731	67.8	10,876	15,544	.0040 .0044
Portsmouth city	112.9	116.7	3.4	43.3	6.1	1,864,173	48.8	30,710	43,032	970,229	50.7	15,779	22,407	.0414 .0409
Suffolk city	53.6	57.1	6.5	19.8	8.8	880,734	52.5	31,734	44,482	666,840	55.5	23,565	33,679	.0217 .0221
Virginia Beach city	360.3	418.5	16.2	143.6	19.7	8,231,473	67.9	40,325	56,535	3,480,018	66.1	17,231	23,901	.1474 .1632
Williamsburg city	12.0	13.2	10.0	4.5	18.4	255,512	66.0	40,514	56,780	734,060	87.4	100,055	163,124	.0106 .0127
York	43.2	48.0	11.1	15.2	11.8	908,722	56.7	42,643	59,784	230,406	39.7	11,526	16,474	.0159 .0165
RICHMOND-PETERSBURG	843.4	893.8	5.9	331.9	7.9	17,218,487	52.5	36,708	51,879	16,141,386	54.9	21,290	30,556	.3724 .3780
Charles City	67	6.6	-1.5	2.0	0	86,087	40.2	30,711	43,044	3,907	39.5	1,400	1,954	.0016 .0015
Charterfield	186.7	215.8	15.6	73.1	17.9	4,420,539	63.3	43,136	60,472	2,027,128	68.5	19,402	27,731	.0807 .0889
Colonial Heights city	17.3	17.7	2.3	6.2	1.6	282,125	42.5	32,464	43,504	157,844	45.3	17,814	25,459	.0066 .0063
Dinwiddie	22.0	21.8	-.9	6.3	1.6	303,990	42.5	34,418	48,282	33,518	45.2	5,943	8,495	.0060 .0057
Goodland	13.3	14.2	6.8	4.8	11.6	270,505	56.4	40,215	56,335	64,141	39.5	9,351	13,363	.0046 .0047
Hammer	39.3	44.8	8.9	21.7	10.7	1,250,570	55.2	41,109	57,630	658,921	58.2	21,245	30,365	.0256 .0265
Henric	204.7	219.2	7.1	86.9	9.9	4,943,932	54.0	40,578	56,892	3,007,922	57.0	24,216	34,614	.1009 .1088
Hopewell city	73.9	73.9	0	9.1	1.1	427,061	41.8	33,472	46,930	217,022	44.5	16,585	23,849	.0096 .0092
How Kent	11.4	12.9	13.2	4.5	12.5	231,147	57.6	36,660	51,366	35,012	46.0	5,994	7,780	.0038 .0040
Petersburg city	40.8	40.3	-1.2	15.5	.6	544,508	41.1	23,038	33,130	630,358	59.3	25,281	40,023	.0168 .0164
Powhatan	14.0	14.4	2.9	4.0	2.6	212,531	43.8	37,556	53,133	50,159	46.6	8,774	12,540	.0042 .0040
Prince George	25.9	25.5	-1.5	6.4	0	334,102	40.2	37,234	52,203	148,633	42.9	16,248	23,224	.0079 .0074
Richmond city	217.4	216.1	-.6	91.4	2.1	3,911,390	43.2	30,526	42,794	3,096,821	46.0	23,706	33,882	.1011 .0966
ROANOKE	238.5	238.7	2.3	92.9	4.3	4,097,483	46.3	31,463	44,189	2,585,820	51.7	19,128	27,831	.0954 .0936
Roanoke city	26.2	28.0	6.9	10.0	8.7	423,687	52.4	40,220	42,369	122,321	55.4	8,558	12,232	.0081 .0081
Roanoke	77.7	80.0	3.0	28.5	4.4	1,503,833	46.4	37,639	52,766	536,628	49.2	13,174	18,929	.0296 .0288
Roanoke city	102.8	103.7	.9	45.4	3.9	1,761,469	45.6	27,676	38,799	1,564,564	51.5	23,634	34,862	.0469 .0460
Salem city	23.8	24.0	.8	9.0	1.1	408,694	41.7	22,396	45,410	382,010	55.3	36,189	40,223	.0108 .0107
TOTAL METRO COUNTIES	4,327.8	4,647.2	7.4	1,734.4	9.8	99,323,959	53.3	46,746	57,599	54,618,795	58.0	21,940	31,588	2.0243 2.0913
TOTAL STATE	4,647.2	4,626.3	6.3	2,352.9	6.6	126,925,700	52.7	37,511	53,099	68,481,747	57.6	30,053	39,105	2.6098 2.6753
WASHINGTON														
BELLINGHAM	118.6	124.4	4.9	49.0	7.8	1,955,348	52.5	27,762	39,234	1,136,044	47.8	16,494	22,611	.0443 .0443
Whitman	118.6	124.4	4.9	49.0	7.8	1,955,348	52.5	27,762	39,234	1,136,044	47.8	16,494	22,611	.0443 .0443
BENNETT	180.5	198.2	9.8	74.7	13.1	3,486,612	60.0	32,140	48,488	1,373,837	56.9	12,911	17,912	.0661 .0695
King	180.5	198.2	9.8	74.7	13.1	3,486,612	60.0	32,140	48,488	1,373,837	56.9	12,911	17,912	.0661 .0695
OLYMPIA	186.1	173.4	11.1	70.5	14.1	3,166,569	61.3	31,739	44,916	1,517,011	60.4	15,304	21,518	.0620 .0658
Thurston	156.1	173.4	11.1	70.5	14.1	3,166,569	61.3	31,739	44,916	1,517,011	60.4	15,304	21,518	.0620 .0658
RICHLAND-KEMMERWICK-PASCO	180.7	181.4	.5	54.1	2.2	2,983,673	44.5	37,693	53,185	1,388,237	41.8	16,549	22,963	.0623 .0697
Benton	114.5	115.3	.7	43.5	1.9	2,377,827	44.1	39,562	55,900	894,221	40.8	15,231	21,040	.0477 .0455
Franklin	36.2	36.1	-.3	13.6	3.0	605,846	43.7	31,490	44,548	394,016	44.1	20,712	28,972	.0148 .0143
SEATTLE	1,425.5	1,775.3	7.2	894.2	10.1	46,851,940	55.6	40,221	54,845	22,399,521	55.1	19,215	27,066	.0933 .0987
King	1,425.7	1,512.9	6.2	642.2	9.1	37,255,645	54.3	41,018	58,013	18,281,730	54.5	20,103	28,467	.0757 .0740
Snohomish	416.8	461.4	10.7	182.0	13.8	9,596,295	61.0	37,385	52,727	4,017,791	57.6	13,947	22,076	.1776 .1879
SEATTLE-TACOMA COMBINED														
AREA	2,988.4	3,688.4	7.1	1,655.7	10.1	55,977,461	55.6	37,539	53,054	27,645,634	55.6	18,539	26,302	1.1061 1.1379
SPOKANE	357.3	363.0	1.6	148.1	4.3	5,655,416	47.5	27,000	38,186	3,475,018	46.9	16,656	23,464	.1349 .1313
Spokane	357.3	363.0	1.6	148.1	4.3	5,655,416	47.5	27,000	38,186	3,475,018	46.9	16,656	23,464	.1349 .1313
TACOMA	555.9	593.1	6.7	230.9	9.8	9,123,521	55.3	27,944	39,522	5,346,113	57.6	16,130	23,153	.0308 .0301
Pierce	555.9	593.1	6.7	230.9	9.8	9,123,521	55.3	27,944	39,522	5,346,113	57.6	16,130	23,153	.0308 .0301
VANCOUVER	216.6	229.5	6.0	88.4	8.6	3,967,886	53.6	31,738	44,885	1,677,204	50.3	12,074	16,710	.0775 .0794
Clark	216.6	229.5	6.0	88.4	8.6	3,967,886	53.6	31,738	44,885	1,677,204	50.3	12,074	16,710	.0775 .0794
YAKIMA	186.4	198.2	6.6	74.2	6.5	2,764,275	50.6	26,341	37,254	1,482,254	44.1	14,763	19,976	.0638 .0637
Yakima	186.4	198.2	6.6	74.2	6.5	2,764,275	50.6	26,341	37,254	1,482,254	44.1	14,763	19,976	.0638 .0637
TOTAL METRO COUNTIES	3,764.6	4,001.3	6.3	1,618.9	9.3	79,957,216	54.6	36,888	49,390	39,385,329	53.6	24,376	34,338	1.6170 1.6495
TOTAL STATE	4,647.2	4,626.3	6.6	1,976.1	8.5	94,322,895	53.7	33,485	47,793	48,919,543	53.3	16,583	23,237	1.9370 1.9853

1993 PROJECTIONS



SEMI-ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/88 Total Pop. (Thous.)	12/31/93 Total Pop. (Thous.)	% Change 1988- 1993	12/31/93 Total Hhlds. (Thous.)	% Change 1988- 1993	1993 Total EBI (\$000)	% Change 1988- 1993	Average Household EBI	1993 Total Sales (\$000)	% Change 1988- 1993	Retail Sales Per Household	1993 Total Sales (\$000)	% Change 1988- 1993	1988	1993
WEST VIRGINIA															
CHARLESTON	266.2	263.9	-0.9	108.8	2.1	4,378,693	53.5	26,764	40,245	2,646,219	45.1	17,111	24,322	1018	.9997
Kanawha	221.9	216.4	-2.5	91.0	.7	3,892,319	51.3	26,967	40,575	2,371,775	44.4	18,175	26,063	9878	.9893
Pulaski	44.3	47.5	7.2	17.8	9.9	680,374	65.3	25,630	38,560	274,444	51.6	11,173	15,410	9137	.9144
HUNTINGTON-ASHLAND	330.5	325.2	-1.6	135.7	1.1	4,438,365	50.3	23,741	35,277	2,179,287	55.9	16,404	23,293	1124	.1114
Cabell	103.2	100.6	-2.5	42.0	.5	1,405,741	51.2	22,247	33,470	1,813,536	65.3	26,246	43,179	9436	.9469
Wayne	45.9	45.3	-1.3	17.0	1.2	606,796	32.2	23,724	35,694	214,243	46.0	8,734	12,623	9129	.9126
Berd. Ky.	32.9	31.6	-3.9	20.1	.5	781,786	30.1	26,038	38,895	450,027	51.2	21,492	32,340	9206	.9200
Carters, Ky.	25.7	23.8	-7.4	9.0	2.3	237,362	52.8	19,143	28,596	144,982	42.8	11,540	16,109	9067	.9066
Greenup, Ky.	39.0	38.3	-1.8	13.5	.7	303,925	50.5	23,087	37,476	130,163	40.8	6,900	9,642	9104	.9099
Lawrence, Ohio	63.8	63.4	-0.6	24.1	2.6	874,735	46.8	23,408	36,380	226,356	32.1	7,293	9,392	9182	.9171
PARKERSBURG-MARTIN	157.6	156.2	-0.9	61.4	2.0	2,343,977	50.5	25,874	38,168	1,460,621	45.2	16,786	23,789	9666	.9661
Wood	92.0	90.3	-1.8	36.5	.8	1,426,539	51.7	25,976	39,083	978,679	47.6	18,317	26,813	9230	.9242
Washington, Ohio	65.6	65.9	.5	24.9	3.8	916,918	48.6	23,719	36,826	481,942	40.7	14,377	19,355	9218	.9209
STEUBENVILLE-WEIRTON	151.8	147.3	-2.5	57.3	.5	2,254,404	47.2	26,877	39,345	1,079,893	41.4	13,395	18,846	9611	.9609
Brooks	28.6	27.9	-2.4	10.6	1.0	372,274	51.9	23,342	35,120	185,389	49.4	11,816	17,490	9085	.9085
Hancock	38.4	37.5	-2.3	15.0	.7	647,780	51.5	28,702	43,185	340,618	49.0	15,341	22,708	9143	.9140
Jefferson, Ohio	84.0	81.9	-2.5	31.7	.3	1,234,430	43.7	27,191	38,941	553,886	34.8	13,002	17,473	9289	.9284
WHEELING	175.5	171.2	-2.5	69.2	.4	2,541,306	47.8	24,962	36,727	1,469,740	45.9	16,010	23,262	9625	.9602
Marshall	39.3	38.3	-2.5	15.0	.7	590,438	51.3	26,161	39,362	233,741	39.6	11,234	15,583	9126	.9121
Ohio	57.7	56.3	-2.4	23.4	.4	816,444	51.1	23,190	34,891	396,713	50.0	16,887	23,244	9207	.9204
Baltimore, Ohio	78.5	76.6	-2.4	30.8	.3	1,134,636	43.7	25,726	36,839	785,306	44.9	17,655	25,497	9392	.9377
TOTAL METRO COUNTIES	699.0	687.7	-1.6	278.8	1.2	10,379,833	52.3	25,217	37,945	7,100,419	50.7	17,112	25,468	9643	.9639
TOTAL STATE	1,919.7	1,897.1	-1.2	743.1	1.7	25,694,686	53.1	22,976	34,578	16,190,838	50.6	14,718	21,788	9657	.9650
WISCONSIN															
APPLETON-OSHKOSH-NESHAN	313.3	324.0	3.3	123.4	6.4	5,851,046	53.3	32,913	47,415	2,957,848	51.4	16,841	23,978	1236	.1240
Calumet	36.6	39.7	8.5	14.0	12.0	683,409	61.3	33,896	48,815	222,000	57.0	11,310	15,857	9126	.9132
Oshkosh	138.3	142.8	3.3	53.4	6.4	2,596,332	53.2	33,762	48,620	1,460,925	51.7	19,178	27,358	9565	.9567
Winnebago	138.6	141.5	2.1	56.0	5.1	2,571,305	51.3	31,884	45,916	1,274,923	50.1	15,937	22,766	9545	.9541
EAU CLAIRE	139.7	143.2	2.5	53.5	5.3	2,234,045	51.4	29,039	41,758	1,396,233	53.8	20,558	29,836	9646	.9644
Chippewa	54.3	54.6	.6	19.7	3.1	916,850	48.5	32,319	46,541	484,569	49.4	16,985	24,597	9204	.9199
Eau Claire	85.4	88.6	3.7	33.8	6.6	1,317,195	53.5	27,063	38,970	1,111,664	54.4	22,711	32,889	9341	.9345
GREEN BAY	191.9	206.6	7.5	77.4	7.5	3,441,121	54.8	30,872	44,489	2,156,613	55.4	19,271	27,863	9779	.9798
Brown	191.9	206.6	7.5	77.4	7.5	3,441,121	54.8	30,872	44,489	2,156,613	55.4	19,271	27,863	9779	.9798
JANESVILLE-BELOIT	138.1	136.4	-1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	48.8	18,945	27,465	9565	.9546
Rock	138.1	136.4	-1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	48.8	18,945	27,465	9565	.9546
KENOSHA	121.9	120.6	-1.1	45.2	1.6	2,671,340	46.3	41,893	59,098	1,129,028	47.1	17,347	24,978	9536	.9517
Kenosha	121.9	120.6	-1.1	45.2	1.6	2,671,340	46.3	41,893	59,098	1,129,028	47.1	17,347	24,978	9536	.9517
LA CROSSE	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	9397	.9392
La Crosse	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	9397	.9392
MADISON	352.0	364.7	3.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	1027	.1027
Dane	352.0	364.7	3.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	1027	.1027
MILWAUKEE	1,401.2	1,396.3	-0.4	548.5	2.0	27,469,235	47.6	34,636	50,881	14,529,190	47.4	18,380	26,307	9977	.9988
Milwaukee	932.4	909.3	-2.5	377.7	.1	17,075,551	44.1	31,397	45,209	10,035,422	45.0	18,348	26,570	9934	.9934
Ozaukee	72.8	73.7	1.0	27.2	6.3	1,729,536	53.0	44,156	63,586	661,812	53.9	17,309	25,067	9325	.9328
Washington	93.8	97.9	4.4	33.8	7.0	1,732,642	54.0	35,596	51,262	634,276	50.6	13,331	18,764	9337	.9339
Waukesha	302.3	313.4	3.7	109.8	6.6	6,931,606	53.5	43,839	63,129	3,187,680	53.5	20,156	29,032	1061	.1077
MILWAUKEE-JACINE CONSOLIDATED	1,577.4	1,572.5	-0.3	615.0	2.1	30,743,121	47.6	34,587	49,989	16,041,268	47.1	18,102	26,083	9978	.9979
RACINE	176.1	176.2	.1	66.5	2.5	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,567	9493	.9491
Racine	176.1	176.2	.1	66.5	2.5	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,567	9493	.9491
SHEBOYGAN	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,773	9395	.9396
Sheboygan	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,773	9395	.9396
WAUSAU	113.3	113.1	-0.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,113	48.7	16,387	23,588	9413	.9403
Marathon	113.3	113.1	-0.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,113	48.7	16,387	23,588	9413	.9403
TOTAL METRO COUNTIES	3,238.4	3,272.2	1.0	1,273.3	3.7	61,706,826	49.5	33,596	48,443	32,793,309	49.5	18,480	26,239	10487	.10494
TOTAL STATE	4,869.6	4,927.7	1.2	1,902.6	3.8	86,296,850	49.6	31,477	45,387	47,303,490	49.3	17,286	24,969	10175	.10180
WYOMING															
CAMPER	66.4	64.8	-2.4	25.9	1.2	1,065,851	52.3	27,243	41,133	635,162	34.5	18,447	24,524	9254	.9243
Natrona	66.4	64.8	-2.4	25.9	1.2	1,065,851	52.3	27,243	41,133	635,162	34.5	18,447	24,524	9254	.9243
CHEYENNE	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,630	836,909	51.8	18,442	25,910	9277	.9286
Laramie	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,630	836,909	51.8	18,442	25,910	9277	.9286
TOTAL METRO COUNTIES	141.5	142.8	.9	58.2	4.9	2,216,367	57.4	25,365	38,982	1,472,071	43.3	18,444	25,268	9601	.9609
TOTAL STATE	490.1	499.8	2.0	195.1	5.5	7,328,433	59.1	25,387	38,588	8,902,142	42.5	14,903	20,184	10675	.10680

SECTION V

**MERCHANDISE
LINE SALES**

1988 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
	In All Stores (\$000)	In Food Stores (\$000)	In All Stores (\$000)	In Drug Stores (\$000)	In All Stores (\$000)	In Apparel Stores (\$000)	In All Stores (\$000)	In Apparel Stores (\$000)	In All Stores (\$000)	In Apparel Stores (\$000)	In All Stores (\$000)	In F/H/A Stores (\$000)	In All Stores (\$000)	In F/H/A Stores (\$000)
REGION														
State														
NEW ENGLAND	18,120,069	17,520,121	3,402,738	2,305,864	5,579,029	2,932,975	2,930,387	1,361,405	1,514,332	1,095,250	1,162,439	557,409	2,070,338	1,703,578
Connecticut	4,471,508	4,316,278	868,203	512,134	1,526,893	827,256	790,081	374,477	436,504	341,136	317,375	193,575	574,028	466,861
Maine	1,586,694	1,527,958	224,354	153,439	323,298	132,645	240,865	95,877	135,082	64,549	88,954	36,654	101,570	77,924
Massachusetts	8,241,360	7,982,367	1,647,325	1,180,587	2,727,390	1,472,269	1,352,141	650,766	681,424	500,040	528,638	234,243	1,034,517	871,333
New Hampshire	1,798,948	1,752,247	269,402	159,807	466,895	216,949	250,007	104,036	125,480	93,007	106,360	30,536	168,161	127,127
Rhode Island	1,271,265	1,232,738	270,441	216,066	361,277	193,540	185,335	83,064	85,406	63,857	77,063	40,572	130,689	107,170
Vermont	750,294	708,533	123,013	83,831	173,276	90,316	111,958	53,185	50,436	32,661	44,049	21,829	61,573	53,163
MIDDLE ATLANTIC	48,935,953	47,658,693	10,517,324	6,762,202	15,705,520	8,176,967	7,941,355	3,988,752	4,515,061	3,340,308	2,915,447	1,693,687	6,156,895	4,952,738
New Jersey	10,997,127	10,748,051	2,248,674	1,315,658	3,600,529	1,939,185	1,789,252	901,773	1,011,538	791,299	769,226	484,925	1,486,242	1,212,398
New York	23,249,477	22,681,081	4,920,949	3,331,937	7,577,242	4,031,740	3,942,266	2,178,189	2,250,894	1,779,836	1,285,528	739,382	3,177,516	2,647,316
Pennsylvania	14,689,349	14,229,561	3,347,701	2,114,607	4,527,749	2,186,042	2,209,837	908,790	1,252,629	969,173	860,693	469,380	1,493,137	1,093,024
EAST NORTH CENTRAL	46,913,902	43,442,008	10,522,762	6,505,796	14,482,544	6,749,669	7,411,016	2,833,244	4,090,109	2,867,105	3,186,445	1,765,372	5,619,781	4,459,385
Illinois	12,088,040	11,511,228	2,957,516	1,759,556	4,674,524	2,314,620	2,280,283	1,019,549	1,337,828	906,734	881,909	428,488	1,773,352	1,391,951
Indiana	5,810,997	5,602,421	1,280,122	828,625	1,666,491	821,843	856,544	336,045	478,723	355,838	439,687	228,734	665,555	544,963
Michigan	10,996,332	9,412,818	2,397,573	1,542,331	3,053,625	1,591,746	1,518,800	626,590	843,232	646,882	709,157	460,066	1,211,375	1,002,759
Ohio	11,599,509	11,158,433	2,839,605	1,798,477	3,527,110	1,393,036	1,866,190	562,229	970,116	660,484	774,838	429,510	1,363,245	1,032,882
Wisconsin	6,419,024	5,757,108	1,047,946	576,807	1,560,794	628,424	889,199	288,831	460,210	297,167	380,854	218,574	606,254	486,830
WEST NORTH CENTRAL	19,156,296	18,199,275	4,171,814	2,264,446	5,690,518	2,460,705	3,013,779	1,200,713	1,531,159	1,042,231	1,389,950	580,179	2,041,170	1,509,252
Iowa	3,046,560	2,937,688	586,087	341,179	810,221	361,650	431,575	181,281	211,818	153,679	205,503	99,074	283,475	237,771
Kansas	2,493,680	2,392,082	616,560	354,938	733,557	356,561	413,656	188,050	220,560	165,188	206,052	90,798	266,154	194,829
Minnesota	5,244,016	4,891,541	1,079,667	582,599	1,668,724	659,855	856,123	334,870	401,653	258,760	353,579	112,284	558,458	384,005
Missouri	5,335,363	5,098,116	1,284,615	656,518	1,636,010	683,981	865,253	303,919	453,990	292,021	390,224	160,136	589,836	398,133
Nebraska	1,667,338	1,580,468	345,446	198,969	448,827	218,034	233,493	99,656	136,965	102,464	138,254	82,698	196,803	169,477
North Dakota	672,470	637,283	124,103	60,848	205,328	90,469	109,547	44,042	53,769	35,004	50,723	19,790	76,021	63,794
South Dakota	696,869	662,097	135,336	69,795	187,851	90,155	104,132	48,895	52,404	35,115	45,615	15,399	70,423	61,243
SOUTH ATLANTIC	84,894,538	85,222,163	12,298,506	7,705,044	14,827,479	6,972,287	7,381,029	3,071,718	4,331,758	3,020,677	3,815,962	1,814,880	7,243,260	5,902,043
Delaware	730,240	712,727	177,805	104,824	284,201	114,151	147,172	52,249	89,388	48,725	63,138	22,029	121,170	96,102
District of Columbia	533,678	508,821	182,011	126,450	242,874	158,333	120,569	77,310	82,326	65,250	27,709	12,070	69,289	52,699
Florida	14,622,195	14,155,662	3,665,703	2,156,113	4,414,629	2,109,272	2,117,322	846,042	1,270,342	942,092	1,267,278	689,917	2,304,244	1,876,103
Georgia	6,787,830	6,488,005	1,907,067	1,228,734	2,191,139	927,048	1,070,819	418,809	636,204	421,889	491,730	216,061	982,348	783,897
Maryland	5,291,837	5,149,469	1,309,995	801,605	1,770,318	831,872	914,472	422,118	532,851	390,359	354,117	161,398	812,236	614,306
North Carolina	6,583,170	6,303,096	1,825,767	1,197,720	2,142,238	1,095,322	1,085,721	454,279	616,479	414,256	630,041	270,506	1,149,508	962,511
South Carolina	3,631,304	3,499,826	868,958	540,145	1,018,948	535,649	523,208	234,608	301,571	206,185	286,830	143,975	496,010	438,210
Virginia	6,718,656	6,492,168	1,815,472	1,166,724	2,263,640	1,009,160	1,133,330	480,462	674,451	428,099	534,077	229,138	1,108,589	920,076
West Virginia	1,995,628	1,912,389	547,728	382,729	499,492	191,480	268,416	85,841	148,146	103,822	160,442	66,986	199,866	158,139
EAST SOUTH CENTRAL	14,192,236	13,562,525	4,307,951	2,914,637	4,330,458	2,028,951	2,218,893	899,785	1,258,817	847,682	1,187,414	542,380	1,923,815	1,577,894
Alabama	3,626,916	3,477,641	1,035,913	706,245	1,074,692	541,804	552,307	258,550	299,908	210,275	290,021	117,788	487,489	400,592
Kentucky	3,792,157	3,635,976	1,202,893	843,957	1,078,324	472,037	558,990	191,726	301,569	197,068	210,485	201,888	74,428	225,385
Mississippi	2,342,663	2,244,297	679,426	473,818	653,566	273,394	329,261	122,569	197,068	120,485	201,888	74,428	281,271	225,385
Tennessee	4,430,600	4,204,611	1,389,719	890,617	1,523,876	741,716	778,335	326,840	460,272	321,550	384,317	185,456	666,013	544,281
WEST SOUTH CENTRAL	29,347,739	28,285,414	6,915,913	3,416,462	8,586,122	4,408,510	4,438,787	2,642,999	2,690,831	1,957,722	2,321,963	888,933	3,306,643	2,606,648
Arkansas	2,494,046	2,379,448	576,101	314,517	608,048	292,652	324,425	121,053	161,994	113,590	171,738	71,130	246,489	184,217
Louisiana	4,950,433	4,824,867	1,186,848	701,037	1,243,802	628,290	633,205	308,238	427,434	313,158	405,846	170,837	531,397	419,938
Oklahoma	3,384,590	3,240,773	777,359	385,581	922,504	526,301	502,537	268,257	269,472	202,093	252,961	123,756	454,244	380,972
Texas	18,518,670	17,838,326	4,375,605	2,015,327	5,811,768	2,961,267	2,958,617	1,345,451	1,831,931	1,328,881	1,401,418	523,210	2,098,513	1,621,438
MOUNTAIN	13,776,796	13,179,089	3,281,374	1,728,195	4,165,303	1,714,962	2,183,764	808,576	1,219,475	831,853	941,312	448,381	1,548,915	1,284,937
Arizona	4,135,162	3,914,564	1,026,634	586,854	1,327,350	472,826	619,023	194,209	349,038	242,995	245,396	114,908	497,961	384,684
Colorado	3,454,841	3,351,848	778,940	364,490	1,085,658	457,604	599,705	228,733	323,426	227,014	248,461	114,847	434,734	327,759
Idaho	910,820	871,823	180,073	106,870	225,198	96,553	132,692	49,984	68,017	36,647	65,262	41,845	78,288	65,347
Montana	844,169	808,408	159,744	96,659	184,346	81,719	94,474	42,308	50,132	32,651	81,808	28,928	76,371	56,613
Nevada	1,164,932	1,123,683	388,613	193,150	400,764	161,095	128,182	81,010	125,498	91,217	88,617	43,976	128,104	97,639
New Mexico	1,295,800	1,232,447	335,809	181,311	382,343	174,220	203,611	82,798	116,118	82,478	99,731	37,980	139,368	108,633
Utah	1,522,149	1,447,538	334,425	163,248	456,089	212,629	257,699	100,803	137,594	96,067	108,872	56,985	180,596	150,675
Wyoming	448,923	428,778	77,136	35,613	103,755	58,316	58,378	28,731	29,652	22,784	23,165	8,912	33,493	23,587
PACIFIC	42,015,389	39,047,914	10,955,742	6,168,825	13,733,709									

Grocery and Other Food Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
New York, N.Y.	9,775,604	1	Saginaw-Bay City-Midland, Mich.	485,430	104	St. Cloud, Minn.	188,211	214
Los Angeles-Long Beach, Cal.	8,841,227	2	Des Moines, Iowa	480,994	105	Mustang, Mich.	187,950	215
Chicago, Ill.	6,538,890	3	Youngstown-Warren, Ohio	476,372	106	Topeka, Kans.	187,849	216
Philadelphia, Pa.	6,187,845	4	Orange County, N.Y.	469,329	107	Provo-Orem, Utah	186,738	217
Detroit, Mich.	5,454,970	5	Beaumont-Port Arthur, Tex.	462,568	108	Vineland-Millville-Bridgeton, N.J.	184,696	218
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	5,042,062	6	Stockton, Cal.	450,405	109	Waco, Tex.	181,426	219
Washington, D.C.	4,678,438	7	Albuquerque, N.M.	446,674	110	Eau Claire, Wisc.	180,637	220
Nassau-Suffolk, N.Y.	4,586,695	8	Portland, Me.	445,616	111	Bangor, Me.	178,954	221
Houston, Tex.	3,587,802	9	Atlantic City, N.J.	443,411	112	Champaign-Urbana-Rantoul, Ill.	178,728	222
Atlanta, Ga.	3,098,232	10	Canton, Ohio	442,895	113	Glens Falls, N.Y.	178,245	223
Minneapolis-St. Paul, Minn.	3,049,065	11	El Paso, Tex.	436,887	114	Tyler, Tex.	177,462	224
Dallas, Tex.	2,944,497	12	Columbia, S.C.	431,868	115	Biloxi-Gulfport, Miss.	176,954	225
Anaheim-Santa Ana, Cal.	2,844,920	13	Daytona Beach, Fla.	429,926	116	Arhans, Ga.	173,337	226
Newark, N.J.	2,623,388	14	Reading, Pa.	424,733	117	Jamestown-Dunkirk, N.Y.	171,468	227
St. Louis, Mo.	2,619,964	15	Lakeland-Winter Haven, Fla.	423,873	118	Cedar Rapids, Iowa	171,206	228
Phoenix, Ariz.	2,597,277	16	Santa Rosa-Petaluma, Cal.	422,568	119	Steuerville-Weirton, Ohio-W.Va.	170,906	229
Pittsburgh, Pa.	2,585,071	17	Utica-Rome, N.Y.	417,850	120	Lynchburg, Va.	169,793	230
San Diego, Cal.	2,570,290	18	Vallejo-Fairfield-Napa, Cal.	409,916	121	Redding, Cal.	169,487	231
Baltimore, Md.	2,549,168	19	Johnson City-Kingsport-Bristol, Tenn.	407,707	122	Terre Haute, Ind.	167,162	232
Tampa-St. Petersburg-Clearwater, Fla.	2,439,453	20	Spokane, Wash.	402,795	123	Lima, Ohio	165,446	233
Riverside-San Bernardino, Cal.	2,426,819	21	Wichita, Kans.	401,473	124	Charlottesville, Va.	165,446	234
Oakland, Cal.	2,392,489	22	Davenport-Rock Island-Moline, Iowa-Ill.	391,983	125	Benton Harbor, Mich.	164,614	235
Seattle, Wash.	2,337,632	23	Fort Myers-Cape Coral, Fla.	387,948	126	Anderson, Ind.	164,303	236
San Francisco, Cal.	2,289,308	24	Fort Wayne, Ind.	387,440	127	Bremerton, Wash.	164,243	237
Cleveland, Ohio	2,231,750	25	Melbourne-Titusville-Palm Bay, Fla.	381,628	128	Kenosha, Wisc.	164,155	238
Miami-Hialeah, Fla.	2,213,260	26	Sarasota, Fla.	373,838	129	Billings, Mont.	163,519	239
Milwaukee, Wisc.	2,114,997	27	Modesto, Cal.	372,763	130	Tuscaloosa, Ala.	163,216	240
Bergen-Passaic, N.J.	2,112,089	28	Augusta, Ga.	371,933	131	Altoona, Pa.	160,060	241
Denver, Colo.	1,830,842	29	Aurora-Elgin, Ill.	371,049	132	Jackson, Mich.	159,833	242
Kansas City, Mo.-Kans.	1,738,325	30	Lexington-Fayette, Ky.	369,309	133	Wilmington, N.C.	158,968	243
Cincinnati, Ohio	1,734,528	31	Peoria, Ill.	364,473	134	Merced, Cal.	158,955	244
San Jose, Cal.	1,729,294	32	Corpus Christi, Tex.	362,838	135	Fort Walton Beach, Fla.	157,987	245
New Orleans, La.	1,678,194	33	Visalia-Tulare-Porterville, Cal.	350,484	136	Richland-Kennewick-Pasco, Wash.	157,199	246
Middlesex-Somerset-Hunterdon, N.J.	1,520,294	34	Jackson, Miss.	348,025	137	Parkersburg-Marietta, W.Va.-Ohio	155,807	247
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	1,512,875	35	Huntington-Ashland, W.Va.-Ky.	346,288	138	Monroe, La.	155,459	248
Sacramento, Cal.	1,484,358	36	McAllen-Edinburg-Mission, Tex.	341,203	139	Total Top 250	214,925,375	
Harford-New Britain-Middletown-Bristol, Conn.	1,479,158	37	Evansville, Ind.	336,548	140	Lewiston-Auburn, Me.	152,679	251
Fort Worth-Arlington, Tex.	1,456,253	38	Anchorage, Alaska	336,046	141	Decatur, Ill.	151,411	252
Memphis-Ocean, N.J.	1,456,015	39	Enid, Okla.	334,948	142	Wichita Falls, Tex.	149,115	253
Portland, Ore.	1,451,399	40	Appleton-Oshkosh-Neenah, Wisc.	333,555	143	Joplin, Mo.	147,527	254
San Antonio, Tex.	1,426,735	41	Colorado Springs, Colo.	332,779	144	Muncie, Ind.	147,280	255
Columbus, Ohio	1,391,791	42	Binghamton, N.Y.	332,533	145	Bryan-College Station, Tex.	145,949	256
Buffalo, N.Y.	1,352,289	43	Rockford, Ill.	331,938	146	Alexandria, La.	144,067	257
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	1,326,931	44	Macon-Warner Robins, Ga.	326,712	147	Williamsport, Pa.	143,923	258
Bridgeport-Stamford-Norwalk-Danbury, Conn.	1,284,933	45	Total Top 150	193,661,667		Anderson, S.C.	142,633	259
Rochester, N.Y.	1,278,560	46	Joliet, Ill.	323,275	148	Siouxs Falls, S.D.	142,410	260
Albany-Schenectady-Troy, N.Y.	1,266,754	47	Pensacola, Fla.	320,637	149	Texasarkana, Tex.-Ark.	141,536	261
Norfolk-Virginia Beach-Newport News, Va.	1,262,225	48	Ann Arbor, Mich.	313,434	150	Rochester, Minn.	140,770	262
Indianapolis, Ind.	1,219,009	49	Charleston, W.Va.	311,150	151	Yuba City, Cal.	137,483	263
Orlando, Fla.	1,182,932	50	New London-Norwich, Conn.	307,762	152	Fargo-Moorhead, N.D.-Minn.	136,926	264
Total Top 50	134,796,786		Duluth, Minn.	305,365	153	Wausau, Wisc.	136,833	265
Providence-Pawtucket-Woonsocket, R.I.	1,174,497	51	Salinas-Seaside-Monterey, Cal.	289,177	154	Pescagoville, Miss.	132,431	266
Oklahoma City, Okla.	1,152,607	52	Johnstown, Pa.	286,703	155	Bellingham, Wash.	132,327	267
West Palm Beach-Boca Raton-Delray Beach, Fla.	1,115,745	53	Fort Pierce, Fla.	285,367	156	San Angelo, Tex.	130,579	268
New Haven-Waterbury-Meriden, Conn.	1,061,437	54	Lorain-Elyria, Ohio	281,413	157	Mansfield, Ohio	129,639	269
Dayton-Springfield, Ohio	1,056,904	55	Bozeman-Longmont, Colo.	279,666	158	Florence, S.C.	128,650	270
Salt Lake City-Ogden, Utah	1,033,815	56	Galveston-Texas City, Tex.	277,228	159	Fayetteville-Springdale, Ark.	128,046	271
Richmond-Petersburg, Va.	1,012,360	57	Eugene-Springfield, Ore.	272,545	160	Kokomo, Ind.	127,736	272
Louisville, Ky.	1,003,348	58	Niagara Falls, N.Y.	269,323	161	Sioux Falls, S.D.	125,666	273
Greensboro-Winston-Salem-High Point, N.C.	957,609	59	South Bend-Mishawaka, Ind.	267,756	162	Albany, Ga.	124,978	274
Harrisburg-Lebanon-Carlisle, Pa.	939,163	60	Reno, Nev.	266,896	163	Waterloo-Cedar Falls, Iowa	124,241	275
Memphis, Tenn.	912,233	61	Lafayette, La.	261,125	164	Burlington, N.C.	123,489	276
Sacramento-Wilkes-Barre, Pa.	914,572	62	Montgomery, Ala.	260,176	165	Pueblo, Colo.	123,489	277
Birmingham, Ala.	906,126	63	Hickory, N.C.	259,661	166	Dathan, Ala.	121,852	278
Jacksonville, Fla.	880,068	64	Santa Cruz, Cal.	259,356	167	Bloomington-Normal, Ill.	120,503	279
New Bedford-Fall River-Attleboro, Mass.	871,426	65	Rossmore, Va.	258,732	168	State College, Pa.	120,180	280
Syracuse, N.Y.	856,141	66	Savannah, Ga.	257,625	169	Hagerstown, Md.	119,128	281
Honolulu, Haw.	835,424	67	Brownsville-Harlingen, Tex.	252,737	170	Greensboro, N.C.	118,873	282
Nashville, Tenn.	828,645	68	Beaver County, Pa.	247,029	171	Sharon, Pa.	117,128	283
Springfield, Mass.	822,871	69	Springfield, Mo.	246,405	172	St. Joseph, Mo.	117,128	284
Grand Rapids, Mich.	808,572	70	Bradenton, Fla.	242,812	173	Kankakee, Ill.	117,128	285
Toledo, Ohio	806,033	71	Kalamazoo, Mich.	241,724	174	Sheboygan, Wisc.	108,110	286
Allenstown-Bethlehem, Pa.	792,480	72	Hamilton-Middletown, Ohio	241,271	175	Florence, Ala.	107,774	287
Worcester-Fitchburg-Leominster, Mass.	789,614	73	Lubbock, Tex.	240,853	176	Clarksville-Hopkinsville, Tenn.-Ky.	107,122	288
Greenville-Spartanburg, S.C.	747,286	74	Gainesville, Fla.	236,647	177	Jacksonville, N.C.	103,506	289
Jersey City, N.J.	745,406	75	Pittsfield, Mass.	233,644	178	Decatur, Ala.	102,768	290
Tulsa, Okla.	732,588	76	Ocala, Fla.	230,178	179	Danville, Va.	102,503	291
Austin, Tex.	723,767	77	Naples, Fla.	228,488	180	Panama City, Fla.	102,480	292
Las Vegas, Nev.	713,096	78	Lake Charles, La.	228,184	181	Dubuque, Iowa	101,666	293
Knoxville, Tenn.	711,252	79	Bozaria, Tex.	227,296	182	Sherman-Danison, Tex.	101,024	294
Gary-Hammond, Ind.	708,720	80	Salem, Ore.	226,893	183	Lafayette-West Lafayette, Ind.	100,336	295
Orlando-Venture, Cal.	702,582	81	Salmon, Ore.	226,544	184	Owensboro, Ky.	99,872	296
Tucson, Ariz.	688,153	82	Tallahassee, Fla.	226,367	185	Lewistown, Pa.	98,527	297
Oakland, Calif.	669,566	83	Recine, Wisc.	226,367	186	Elmira, N.Y.	98,527	298
Greenville-Spartanburg, S.C.	652,818	84	Boise, Idaho	219,383	187	Bismarck, N.D.	97,494	299
Fresno, Cal.	617,169	85	Madison, Wis.	217,048	188	Rapid City, S.D.	97,427	300
Little Rock-North Little Rock, Ark.	605,584	86	Chicago, Ill.	215,261	189	Bloomington, Ind.	96,304	301
Lansing-East Lansing, Mich.	600,735	87	Fayetteville, N.C.	214,758	190	Santa Fe, N.M.	94,284	302
Wilmington, Del.	595,456	88	Minneapolis, Minn.	212,964	191	Cumbarland, Md.	91,555	303
Tacoma, Wash.	587,287	89	Fort Collins-Loveland, Colo.	211,778	192	Gadsden, Ala.	90,858	304
Baton Rouge, La.	582,846	90	Springfield, Ill.	211,408	193	Flint, Mich.	90,119	305
Bethlehem-Durham, N.C.	582,846	91	Green Bay, Wisc.	210,556	194	Victoria, Tex.	89,068	306
Portsmouth-Dover-Rochester, N.H.	576,239	92	Amarillo, Tex.	207,571	195	Annisston, Ala.	86,027	307
Flint, Mich.	574,921	93	Odesa, Tex.	207,125	196	Decatur, Ala.	84,729	308
Chattanooga, Tenn.	572,691	94	Total Top 200	204,075,599		Las Cruces, N.M.	82,888	309
Lancaster, Pa.	545,859	95	Houma-Thibodaux, La.	207,031	197	Iowa City, Iowa	80,828	310
Charleston, S.C.	534,963	96	Killeen-Temple, Tex.	203,656	198	Jackson, Tenn.	75,487	311
Madison, Wisc.	531,516	97	Lincoln, Neb.	202,880	199	Casper, Wyo.	75,081	312
Trenton, N.J.	501,565	98	Midland, Tex.	202,401	200	Great Falls, Mont.	75,081	313
Total Top 100	173,379,993		Elkhart-Goshen, Ind.	198,721	201	Cheney, Wyo.	68,916	314
Santa Barbara-Santa Maria-Lompoc, Cal.	496,312	101	Columbus, Ga.	196,528	202	Lawrence, Kans.	67,440	315
Yakima, Wash.	491,893	102	Vancouver, Wash.	195,939	203	Enid, Okla.	67,440	316
Manchester-Nashua, N.H.	487,222	103	Burlington, Vt.	195,196	204	Grand Forks, N.D.	50,552	317
			Battle Creek, Mich.	194,057	205			
			Wheeling, W.Va.	190,797	206			
			Yakima, Wash.	190,255	207			
			Janesville-Beloit, Wisc.	189,506	208			
			Olympia, Wash.	188,232	209			

Drug and Health & Beauty Aid Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach, Cal.	2,546,083	1	Santa Rosa-Petaluma, Cal.	113,284	104	Brommeton, Wash.	43,392	214
New York, N.Y.	2,372,030	2	Malbourne-Titusville-Palm Bay, Fla.	112,885	105	Naples, Fla.	43,377	215
Chicago, Ill.	1,747,262	3	Columbus, S.C.	111,609	106	Johnstown, Pa.	43,054	216
Philadelphia, Pa.	1,742,484	4	Tacoma, Wash.	110,555	107	Champaign-Urbana-Rantoul, Ill.	42,910	217
Detroit, Mich.	1,361,728	5	El Paso, Tex.	110,236	108	Wilmington, N.C.	42,720	218
Washington, D.C.	1,216,493	6	Reno, Nev.	109,127	109	Redding, Cal.	42,633	219
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	1,073,823	7	Saginaw-Bay City-Midland, Mich.	107,530	110	Laredo, Tex.	42,084	220
Atlanta, Ga.	945,085	8	Augusta, Ga.	107,204	111	Steubenville-Weirton, Ohio-W.Va.	41,822	221
Norfolk-Suffolk, N.Y.	880,077	9	New Bedford-Fall River-Athol-Barnstable, Mass.	105,892	112	Olympia, Wash.	41,607	222
Houston, Tex.	832,798	10	Vallejo-Fairfield-Napa, Cal.	105,112	113	Tyler, Tex.	40,662	223
Dallas, Tex.	772,329	11	Modesto, Cal.	103,716	114	Jamestown-Belfast, Wisc.	40,486	224
Albany-Albany, Fla.	745,810	12	Huntington-Ashland, W.Va.-Ky.	102,916	115	Fort Collins-Loveland, Colo.	40,464	225
Anaheim-Santa Ana, Cal.	715,207	13	Canton, Ohio	102,433	116	Boise, Idaho	40,324	226
Minneapolis-St. Paul, Minn.	683,927	14	Spokane, Wash.	101,767	117	Recine, Wisc.	39,937	227
San Diego, Cal.	673,152	15	Beaumont-Port Arthur, Tex.	101,316	118	Burlington, N.C.	39,678	228
Oakland, Cal.	649,790	16	Haddon-Warner Rabbits, Ga.	98,725	119	Fort Smith, Ark.	39,134	229
Phoenix, Ariz.	645,381	17	Manchester-Manlius, N.H.	95,722	120	St. Cloud, Minn.	38,846	230
Baltimore, Md.	645,381	18	Lancaster, Pa.	94,767	121		38,692	231
Seattle, Wash.	635,966	19	Lansing-East Lansing, Mich.	94,117	122	Overland, Ky.	37,743	232
St. Louis, Mo.	617,514	20	Des Moines, Iowa	92,671	123	Anderson, S.C.	37,571	233
Cleveland, Ohio	608,780	21	Daytona Beach, Fla.	90,993	124	Tuscaloosa, Ala.	37,564	234
San Francisco, Cal.	598,718	22	Aurora-Elgin, Ill.	90,287	125	Cedar Rapids, Iowa	37,529	235
Pittsburgh, Pa.	580,717	23	Sarasota, Fla.	89,685	126	Glen Falls, N.Y.	37,512	236
Tampa-St. Petersburg-Clearwater, Fla.	571,866	24	Corpus Christi, Tex.	89,634	127	Battle Creek, Mich.	37,440	237
Kansas City, Mo.-Kans.	532,968	25	McKenney, Ala.	88,856	128	Wichita Falls, Tex.	37,289	238
San Jose, Cal.	485,152	26	Anchorage, Alaska	88,134	129	Panama City, Fla.	36,023	239
Newark, N.J.	481,962	27	Charleston, W.Va.	88,078	130		36,006	240
Bergen-Passaic, N.J.	480,928	28	Utica-Rome, N.Y.	87,183	131	Muncie, Ind.	36,782	241
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	446,108	29	Fort Wayne, Ind.	86,932	132	Clarksville-Hopkinsville, Tenn.-Ky.	36,577	242
New Orleans, La.	446,108	30	Lakeland-Winter Haven, Fla.	85,898	133	Anderson, Ind.	36,331	243
Cincinnati, Ohio	422,884	31	Reading, Pa.	84,742	134	Fort Walton Beach, Fla.	36,292	244
Sacramento, Cal.	404,130	32	Salt Lake City-Salt Lake City, Utah	84,466	135	Monroe, La.	36,290	245
Denver, Colo.	401,585	33	Shreveport, La.	84,266	136	Alexandria, La.	36,126	246
Columbus, Ohio	374,014	34	Davenport-Rock Island-Moline, Iowa-Ill.	83,616	137	Jackson, Mich.	36,023	247
Hartford-New Britain-Middletown-Bristol, Conn.	358,097	35	Peoria, Ill.	83,337	138	Madison, Ore.	35,506	248
Louisville, Ky.	352,973	36	Portsmouth-Dover-Rochester, N.H.	83,020	139	Dothan, Ala.	34,991	249
Fort Worth-Arlington, Tex.	351,957	37	McAllen-Edinburg-Mission, Tex.	82,270	140	Yonkers, N.Y.	34,993	250
Memphis, Tenn.	342,202	38	Jarvis, Ill.	81,769	141	Total Top 250	83,325,227	
Indianapolis, Ind.	339,347	39	Savannah, Ga.	81,431	142	Bloomington-Normal, Ill.	34,099	251
Portland, Ore.	334,725	40	Yorba, Pa.	79,444	143	Albany, Ga.	33,904	252
Norfolk-Virginia Beach-Newport News, Va.	326,759	41	San Jose-Cape Corral, Fla.	77,968	144	Burlington, Vt.	33,738	253
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	326,625	42	Madison, Wisc.	77,771	145	Waterloo-Cedar Falls, Iowa	33,446	254
Richmond-Petersburg, Va.	312,365	43	Hickory, N.C.	77,466	146	Florence, Ala.	33,326	255
Honolulu, Hawaii	305,913	44	Springfield, Mo.	76,580	147	Wilmington, Del.	33,213	256
Middlesex-Somerset-Hants, N.J.	289,441	45	Roanoke, Va.	75,160	148	Joplin, Mo.	32,975	257
San Antonio, Tex.	276,492	46	Total Top 150	75,211	149	Rochester, Minn.	32,893	258
West Palm Beach-Boca Raton-Delray Beach, Fla.	276,207	47	Colorado Springs, Colo.	74,816	150	Vineyard-Milville-Brigatone, N.J.	32,800	259
Oklahoma City, Okla.	265,277	48	Rockford, Ill.	72,646	151	Denville, Va.	32,689	260
Total Top 50	33,552,699	50	Visalia-Tulare-Parisierville, Cal.	71,999	152	Pueblo, Colo.	32,558	261
Monmouth-Ocean, N.J.	264,293	51	Orange County, N.Y.	71,394	153	Texasarkona, Tex.-Ark.	32,485	262
N.C.	261,048	52	Binghamton, N.Y.	71,041	154	Decatur, Ill.	32,429	263
Nashville, Tenn.	260,019	53	Portland, Me.	70,324	155	San Angelo, Tex.	31,847	264
Buffalo, N.Y.	258,047	54	Ashville, N.C.	69,474	156	Kokomo, Ind.	31,811	265
Raleigh-Durham, N.C.	253,112	55	Evansville, Ind.	68,420	157	Bellingham, Wash.	30,985	266
Toledo, Ohio	250,393	56	Evansville, Ind.	67,883	158	Kenesh, Wisc.	30,931	267
Providence-Pawtucket-Woonsocket, R.I.	248,578	57	Brownsville-Harlingen, Tex.	64,742	159	Elkhart-Goshen, Ind.	30,716	268
Birmingham, Ala.	245,113	58	South Bend-Mishawaka, Ind.	63,591	160	Bryan-College Station, Tex.	30,481	269
Rochester, N.Y.	245,113	59	Bradenton, Fla.	63,284	161	Wilmington, N.C.	30,435	270
Orlando, Fla.	239,781	60	Salem, Ore.	62,756	162	Waynesville-West Lenoire, Ind.	30,268	271
Albany-Schenectady-Troy, N.Y.	234,336	61	Huntsville, Ala.	62,550	163	Jackson, Tenn.	30,098	272
Denton-Springfield, Ohio	232,732	62	Evansville, Ind.	61,780	164	Sioux Falls, S.D.	29,974	273
Bridgeport-Stamford-Norwalk-Danbury, Conn.	229,942	63	Blount-Guilford, Ala.	61,547	165	Santa Fe, N.M.	29,483	274
Las Vegas, Nev.	229,550	64	Fort Pierce, Fla.	61,266	166	Fayetteville-Springdale, Ark.	29,474	275
Soft Lake City-Ogden, Utah	228,644	65	Poughkeepsie, N.Y.	61,114	167	Albany, Ga.	29,402	276
Scranton-Williamsport, Pa.	228,602	66	Columbus, Ga.	60,372	168	Hagerstown, Md.	29,299	277
Tucson, Ariz.	206,142	67	Odessa, Tex.	60,095	169	Johnstown-Dunkirk, N.Y.	28,979	278
Jacksonville, Fla.	204,972	68	Lubbock, Tex.	59,843	170	Madison, Mich.	28,979	279
Knoxville, Tenn.	191,284	69	Bozeman-Lewistown, Mont.	59,273	171	Mankato, Minn.	28,873	280
Austin, Tex.	190,211	70	Bozeman-Lewistown, Mont.	59,201	172	Anniston, Ala.	28,771	281
Greenville-Spartanburg, S.C.	182,963	71	Lafayette, La.	58,458	173	Sherman-Danville, Tex.	28,756	282
Tulsa, Okla.	182,963	72	Anderson-Okmulgee-Muskogee, Wisc.	57,946	174	Decatur, Ala.	28,334	283
New Haven-Meriden-Hartford, Conn.	179,722	73	Little Charles, La.	57,891	175	Terre Haute, Ind.	27,527	284
Worcester-Fitchburg-Lowell, Mass.	179,722	74	Erie, Pa.	57,885	176	Fargo-Moorhead, N.D.-Minn.	27,153	285
Albany, Ohio	174,492	75	Duluth, Minn.	57,468	177	Rockspire, Minn.	26,942	286
Allentown-Bethlehem, Pa.	170,260	76	Fayetteville, N.C.	56,835	178	Yuba City, Cal.	26,242	287
Fresno, Cal.	165,172	77	Kalamazoo, Mich.	56,709	179	Grandview, Colo.	26,214	288
Springfield, Mass.	164,916	78	Amesbury, Mass.	55,999	180	Elmira, N.Y.	25,985	289
Oxnard-Ventura, Cal.	163,716	79	Springfield, Ill.	55,691	181	Bangor, Me.	25,949	290
Owensboro, Ky.	161,944	80	San Antonio, Tex.	55,095	182	Billings, Mont.	25,934	291
Syracuse, N.Y.	160,383	81	Guineville, Fla.	54,888	183	Las Cruces, N.M.	24,776	292
Harrisburg-Lebanon-Carlisle, Pa.	157,725	82	Lorain-Elyria, Ohio	54,888	184	Columbia, Mo.	24,654	293
Wilmington, Del.	144,590	83	Longview-Marshall, Tex.	54,888	185	Sharon, Pa.	24,400	294
Mobile, Ala.	142,024	84	Topeka, Kan.	52,787	186	Godwin, Ala.	24,391	295
Baton Rouge, La.	141,500	85	Wheeling, W.Va.	52,511	187	La Crosse, Wisc.	24,237	296
Grand Rapids, Mich.	141,214	86	Midland, W.Va.	52,039	188	State College, Pa.	23,938	297
Gary-Hammond, Ind.	138,583	87	Parkersburg-Marietta, W.Va.-Ohio	51,860	189	Rapid City, S.D.	23,449	298
Fort Worth, N.Y.	137,542	88	Hamilton-Middletown, Ohio	51,797	190	St. Joseph, Mo.	23,306	299
Youngstown-Warren, Ohio	137,216	89	Ocala, Fla.	51,586	191	Lawton-Oklahoma, Okla.	23,019	300
Stockton, Cal.	134,386	90	Vancouver, Wash.	51,202	192	St. Louis, Mo.	22,481	301
Santa Barbara-Santa Maria-Lompoc, Cal.	132,763	91	Niagara Falls, N.Y.	50,604	193	St. Paul, Minn.	22,481	302
Albuquerque, N.M.	131,929	92	Bozeman-Lewistown, Mont.	49,773	194	St. Paul, Minn.	22,481	303
Little Rock-North Little Rock, Ark.	129,583	93	Bozeman-Lewistown, Mont.	49,640	195	Dubuque, Iowa	21,536	304
Jackson, Miss.	122,317	94	Bozeman-Lewistown, Mont.	49,212	196	Blount, N.D.	20,785	305
Lake County, Ill.	121,836	95	Tallahassee, Fla.	49,186	197	Wausau, Wisc.	20,683	306
Bakersfield, Cal.	121,706	96	Merced, Cal.	48,755	198	Victoria, Tex.	20,513	307
Johnson City-Kingsport-Bristol, Tenn.	119,666	97	Green Bay, Wisc.	48,672	199	Kankakee, Ill.	20,382	308
Trenton, N.J.	116,312	98	Total Top 200	80,292,298	200	Shelbyville, Ky.	19,561	309
Total Top 100	42,420,787	100	New London-Norwich, Conn.	47,914	201	Casper, Wyo.	19,522	310
Wichita, Kans.	115,494	101	Athens, Ga.	47,654	202	Pine Bluff, Ark.	19,305	311
Atlantic City, N.J.	115,338	102	Provo-Orem, Utah	46,501	203	Great Falls, Mont.	18,789	312
Charleston, S.C.	114,477	103	Pittsfield, Mass.	46,236	204	Idaho Falls, Idaho	18,670	313
			Waco, Tex.	45,714	205	Idaho Falls, Idaho	18,670	314
			Charlottesville, Va.	45,503	206	Grand Forks, N.D.	18,539	315
			Galveston-Texas City, Tex.	45,440	207	Lawrence, Kans.	18,539	316
			Lincoln, Neb.	45,410	208	Cherokee, Wyo.	18,539	317
			Yakima, Wash.	45,018	209	Casper, Wyo.	18,539	318
			Killeen-Temple, Tex.	43,920	210	Total Above Areas	84,126,181	
			Brazoria, Tex.	43,724	211	Percent of U.S.	81,540	
						U.S. Total	66,374,194	

Women's and Girls' Clothing Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
New York, N.Y.	4,167,766	1	Anchorage, Ala.	132,352	104	Torre House, Ind.	56,037	214
Los Angeles-Long Beach, Cal.	3,357,027	2	McAllen-Edinburg-Mission, Tex.	151,026	105	Burlington, N.C.	55,618	215
Chicago, Ill.	3,080,092	3	Chattanooga, Tenn.	148,660	106	Altoona, Pa.	54,985	216
Philadelphia, Pa.	2,230,818	4	Wichita, Kans.	148,405	107	Jonesville-Belair, Wisc.	54,397	217
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	1,916,613	5	Charleston, S.C.	147,406	108	Decatur, Ill.	54,300	218
Washington, D.C.	1,802,314	6	Davenport-Rock Island-Moline, Iowa-Ill.	145,428	109	Wilmington, N.C.	54,031	219
Detroit, Mich.	1,719,333	7	Huntington-Ashland, W.Va.-Ky.	142,567	110	Topeka, Kans.	54,008	220
Newark-Suffolk, N.Y.	1,390,801	8	Portland, Me.	141,824	111	Bradenton, Fla.	53,318	221
Houston, Tex.	1,283,946	9	Jackson, Miss.	140,650	112	Pittsfield, Mass.	53,124	222
Atlanta, Ga.	1,228,453	10	Johnson City-Kingsport-Bristol, Tenn.	137,718	113	Provo-Orem, Utah	52,801	223
Minneapolis-St. Paul, Minn.	1,153,514	11	Mobile, Ala.	135,548	114	Mansfield, Ohio	52,730	224
Dallas, Tex.	1,151,941	12	Augusta, Ga.	135,007	115	Vancouver, Wash.	52,639	225
Anaheim-Santa Ana, Cal.	1,131,941	13	Portsmouth-Dover-Rochester, N.H.	135,007	116	Lima, Ohio	52,376	226
San Francisco, Cal.	1,117,487	14	Santa Barbara-Santa Maria-Lompoc, Cal.	132,420	117	Wichita Falls, Tex.	52,365	227
Miami-Hialeah, Fla.	990,296	15	Condon, Ohio	131,653	118	Olympia, Wash.	51,292	228
St. Louis, Mo.	971,881	16	Salt Lake City-Sandy, Utah	131,253	119	Fort Walton Beach, Fla.	51,247	229
Phoenix, Ariz.	936,390	17	Laredo, Tex.	130,560	120	Bangor, Me.	50,973	230
Seattle, Wash.	879,116	18	Lansing-East Lansing, Mich.	128,390	121	Albany, Ga.	49,350	231
San Diego, Cal.	865,820	19	Evansville, Ind.	128,158	122	Houma-Thibodaux, La.	49,310	232
Bergen-Passaic, N.J.	860,126	20	Reno, Nev.	124,768	123	Florence, Ala.	49,186	233
Baltimore, Md.	853,824	21	Port Wayne, Ind.	124,272	124	Benton Harbor, Mich.	49,138	234
Cleveland, Ohio	825,339	22	Corpus Christi, Tex.	123,900	125	Jackson, Tenn.	48,032	235
Oakland, Cal.	812,153	23	Spokane, Wash.	122,145	126	Bryan-College Station, Tex.	47,808	236
Pittsburgh, Pa.	773,855	24	Bakersfield, Cal.	120,349	127	Parkersburg-Marietta, W.Va.-Ohio	47,627	237
Newark, N.J.	759,749	25	Colorado Springs, Colo.	120,258	128	Jacksonville, Fla.	47,590	238
San Jose, Cal.	709,090	26	Lawrence, Kan.	119,425	129	Florence, S.C.	47,135	239
Kansas City, Mo.-Kans.	698,285	27	Madison, Wis.	119,068	130	Alexandria, La.	47,077	240
Denver, Colo.	644,761	28	Beaumont-Port Arthur, Tex.	118,291	131	Sauk City, Iowa	46,780	241
Tempe-St. Petersburg-Clearwater, Fla.	613,349	29	Stockton, Cal.	116,336	132	Waterloo-Cedar Falls, Iowa	46,258	242
Cincinnati, Ohio	611,991	30	Sarasota, Fla.	116,360	133	Pomona, Calif.	46,170	243
Albany-Schenectady-Troy, N.Y.	573,225	31	Orange County, N.Y.	115,473	134	Fort Collins-Loveland, Colo.	45,993	244
Midwest-Somer-set-Hunterdon, N.J.	566,373	32	Aurora-Elgin, Ill.	111,222	135	Eau Claire, Wisc.	45,934	245
Milwaukee, Wis.	557,931	33	Peoria, Ill.	109,692	136	Richland-Kennett-Pasco, Wash.	45,498	246
Bridgeport-Stamford-Newark-Danbury, Conn.	536,393	34	Montgomery, Ala.	109,487	137	Billings, Mont.	45,249	247
Columbus, Ohio	526,407	35	Santa Rosa-Petaluma, Cal.	108,206	138	Elmira, N.Y.	45,357	248
Hartford-New Britain-Middletown-Bristol, Conn.	523,113	36	Shreveport, La.	107,538	139	Total Top 250	78,883,948	
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	519,614	37	Utica-Rome, N.Y.	105,005	140	Williamsport, Pa.	44,893	251
Portland, Ore.	486,010	38	Appleton-Oshkosh-Neenah, Wisc.	103,630	141	Brainerd, Minn.	44,873	252
New Orleans, La.	482,909	39	Ann Arbor, Mich.	102,887	142	Anderson, Ind.	44,683	253
Norfolk-Virginia Beach-Newport News, Va.	480,146	40	Melbourne-Titusville-Palm Bay, Fla.	101,137	143	DeKalb, Ala.	44,561	254
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	478,879	41	Brownsville-Harlingen, Tex.	100,691	144	La Crosse, Wisc.	44,343	255
Fort Worth-Arlington, Tex.	473,300	42	York, Pa.	99,141	145	Lake Charles, La.	44,036	256
Indianapolis, Ind.	452,232	43	St. Cloud, Minn.	99,044	146	Hamilton-Middletown, Ohio	43,987	257
Sacramento, Cal.	448,820	44	Sioux Falls, S.D.	96,307	147	Lafayette-West Lafayette, Ind.	43,722	258
West Palm Beach-Boca Raton-Delray Beach, Fla.	423,001	45	Savannah, Ga.	95,954	148	Texasone, Tex.-Ark.	43,362	259
Honolulu, Haw.	418,497	46	Daytona Beach, Fla.	95,268	149	Visalia-Millville-Bridgman, N.J.	41,635	260
Louisville, Ky.	410,770	47	Vallejo-Fairfield-Napa, Cal.	95,166	150	Chico, Cal.	40,533	261
Mammoth, Tenn.	406,163	48	Fort Myers-Cape Coral, Fla.	95,154	151	Owensboro, Ky.	40,524	262
Greensboro-Winston-Salem-High Point, N.C.	398,749	49	Rockford, Ill.	92,611	152	Cumtland, Md.	40,120	263
Total Top 50	49,884,881	50	Kalamazoo, Mich.	92,053	153	Grand Forks, N.D.	39,760	264
Mannmouth-Ocean, N.J.	395,045	51	Lafayette, La.	91,332	154	Bloomington, Ind.	39,610	265
Oklahoma City, Okla.	381,348	52	Lakeland-Winter Haven, Fla.	90,013	155	Elkhart-Goshen, Ind.	39,587	266
Richmond-Petersburg, Va.	353,123	53	Springfield, Mo.	89,715	156	Anderson, S.C.	38,537	267
Salt Lake City-Ogden, Utah	352,138	54	Green Bay, Wisc.	89,648	157	San Antonio, Tex.	38,703	268
Buffalo, N.Y.	349,464	55	Springfield, Ill.	89,352	158	Kalamazoo, Ind.	38,199	269
New Haven-Waterbury-Meriden, Conn.	346,189	56	South Bend-Mishawaka, Ind.	89,132	159	Muncie, Ind.	38,058	270
Providence-Pawtucket-Woonsocket, R.I.	340,014	57	Tallahassee, Fla.	88,984	160	Santa Fe, N.M.	37,948	271
Orlando, Fla.	334,908	58	Cedar Rapids, Iowa	88,925	161	Joplin, Mo.	37,740	272
Nashville, Tenn.	328,713	59	Duluth, Minn.	88,613	162	Merced, Cal.	37,624	273
Dayton-Springfield, Ohio	323,181	60	Erie, Pa.	88,208	163	Jackson, Mich.	37,472	274
Albany-Schenectady-Troy, N.Y.	315,626	61	Joliet, Ill.	87,307	164	Rapid City, S.D.	37,226	275
Boston, N.Y.	312,900	62	Visalia-Tulare-Porterville, Cal.	84,938	165	Columbia, Mo.	36,433	276
Birmingham, Ala.	304,398	63	Lubbock, Tex.	84,760	166	Glen Falls, N.Y.	36,225	277
Raleigh-Durham, N.C.	295,133	64	Charleston, W.Va.	80,643	167	Lorain, Ohio	36,180	278
Scranton-Wilkes-Barre, Pa.	275,128	65	Poughkeepsie, N.Y.	80,295	168	Pasadena, Calif.	36,147	279
Tellico, Ohio	270,174	66	Lincoln, Neb.	75,105	169	Sharon, Pa.	36,029	280
Jacksonville, Fla.	269,764	67	Boulder-Longmont, Colo.	74,987	170	Clarksville-Hopkinsville, Tenn.-Ky.	35,583	281
Springfield, Mass.	263,388	68	Charlottesville, Va.	74,661	171	St. Joseph, Mo.	35,455	282
Las Vegas, Nev.	247,003	69	New London-Norwich, Conn.	73,678	172	Pueblo, Colo.	35,273	283
Austin, Tex.	242,976	70	Fayetteville, N.C.	73,518	173	Blomard, N.D.	34,500	284
Albuquerque-Bethlehem, Pa.	240,623	71	Hickory, N.C.	71,720	174	Shubertville-Warrior, Ohio-W.Va.	34,070	285
Tulsa, Okla.	236,128	72	Amesbury, Mass.	71,290	175	Fayetteville-Springdale, Ark.	33,162	286
Little Rock-North Little Rock, Ark.	227,859	73	Midland, Tex.	69,986	176	Wausau, Wisc.	32,956	287
Tucson, Ariz.	226,605	74	Lynchburg, Va.	69,475	177	Knoxville, Tenn.	32,911	288
Oxnard, Calif.	226,374	75	Huntsville, Ala.	68,131	178	Victoria, Tex.	31,797	289
Grand Rapids, Mich.	225,975	76	Niagara Falls, N.Y.	67,181	179	Bremerton, Wash.	31,767	290
Syracuse, N.Y.	225,214	77	Sioux Falls, S.D.	67,482	180	Laverton-Auburn, Mo.	31,160	291
Wilmington, Del.	224,112	78	Eugene-Springfield, Ore.	66,296	181	Dubuque, Iowa	31,136	292
Worcester-Richburg-Leominster, Mass.	223,855	79	Binghamton, N.Y.	65,471	182	Amherst, Ala.	31,088	293
Harrisburg-Lancaster-Carlisle, Pa.	218,664	80	Longview-Marshall, Tex.	65,216	183	Sault Creek, Mich.	31,043	294
Reading, Pa.	214,908	81	Burlington, Vt.	65,013	184	San Antonio, Tex.	30,773	295
Oxnard-Ventura, Calif.	213,289	82	Lorain-Elyria, Ohio	64,674	185	Denville, Va.	30,609	296
Manchester-Nashua, N.H.	208,796	83	Wheeling, W.Va.	64,662	186	Pine Bluff, Ark.	30,125	297
Qary-Hammond, Ind.	199,526	84	Odessa, Tex.	64,506	187	State College, Pa.	29,465	298
Lake County, Ill.	191,564	85	Blount-Guilford, Miss.	64,254	188	Hagerstown, Md.	28,893	299
Albany, N.Y.	189,067	86	Santa Cruz, Cal.	63,998	189	Los Angeles, N.M.	28,499	300
Albuquerque, N.M.	188,162	87	Fort Pierce, Fla.	63,605	190	Greenville, S.C.	27,925	301
Flint, Mich.	181,706	88	Gainesville, Fla.	63,534	191	Waco, Tex.	27,676	302
San Diego, Cal.	181,547	89	Salem, Ore.	63,464	192	Great Falls, Mont.	26,840	303
Jersey City, N.J.	179,254	90	Champaign-Urbana-Rantoul, Ill.	62,711	193	Yuba City, Cal.	26,768	304
Saginaw-Bay City-Midland, Mich.	178,903	91	Bloomington-Normal, Ill.	62,642	194	Decatur, Ala.	25,799	305
Fresno, Cal.	174,786	92	Fargo-Moorhead, N.D.-Minn.	62,056	195	Iowa City, Iowa	25,750	306
Trenton, N.J.	172,414	93	Total Top 300	71,435,886		Sheboygan, Wisc.	25,310	307
New Bedford-Fall River-Albany, Mass.	170,514	94	Alhambra, Cal.	61,342	201	Gadsden, Ala.	25,144	308
Des Moines, Iowa	169,935	95	Ocala, Fla.	61,328	202	Chattanooga-Dunlap, N.Y.	25,113	309
Madison, Wis.	164,073	96	Abilene, Tex.	60,614	203	Champaign, Ill.	24,848	310
Total Top 100	61,284,944	100	Tyler, Tex.	60,077	204	Champaign, Ill.	24,815	311
Lansing-Farmington, Ky.	163,656	101	Waco, Tex.	59,501	205	Enid, Okla.	19,792	312
Tacoma, Wash.	157,000	102	Boise, Idaho	59,472	206	Casper, Wyo.	17,812	313
Youngstown-Warren, Ohio	156,335	103	Rochester, Minn.	58,924	207	Lawrence, Kans.	16,456	314
			Galveston-Texas City, Tex.	58,008	208	Jacksonville, N.C.	15,610	315
			Racine, Wisc.	57,272	209	Total Above Areas	78,883,948	
			Beaver County, Pa.	56,592	210	Percent of U.S.	67.674	
			Naples, Fla.	56,272	211	U.S. Total	67,130,882	
			Killeen-Temple, Tex.	56,049	212			
			Tuscaloosa, Ala.		213			

Men's and Boys' Clothing Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
New York, N.Y.	2,150,213	1	Trenton, N.J.	80,633	104	Wilmington, N.C.	29,034	214
Los Angeles-Long Beach, Cal.	1,793,376	2	Huntington-Ashland, W.Va.-Ky.	80,280	105	Vancouver, Wash.	28,961	215
Chicago, Ill.	1,463,806	3	Charleston, S.C.	79,071	106	Ablene, Tex.	28,382	216
Philadelphia, Pa.	1,018,645	4	Chattanooga, Tenn.	78,137	107	Racine, Wis.	28,210	217
Boston-Lawrence-Salem-Lowell-Brackton, Mass.	939,189	5	Youngstown-Warren, Ohio	77,824	108	Terre Haute, Ind.	27,432	218
Washington, D.C.	885,992	6	Anchorage, Alaska	77,565	109	Yakima, Wash.	27,339	219
Detroit, Mich.	818,727	7	Atlantic City, N.J.	76,425	110	Rochester, Minn.	27,094	220
Nassau-Suffolk, N.Y.	761,769	8	McAllen-Edinburg-Mission, Tex.	75,660	111	Mansfield, Ohio	27,040	221
Houston, Tex.	679,706	9	Mobile, Ala.	71,395	112	Parkersburg-Marietta, W.Va.-Ohio	26,814	222
Minneapolis-St. Paul, Minn.	590,828	10	Bakersfield, Cal.	70,273	113	Bredenton, Fla.	26,298	223
Atlanta, Ga.	587,915	11	Davenport-Rock Island-Moline, Iowa-Ill.	69,536	114	Naples, Fla.	26,289	224
Anaheim-Santa Ana, Cal.	573,569	12	Santa Barbara-Santa Maria-Lompoc, Cal.	68,829	115	Benton Harbor, Mich.	26,212	225
San Francisco, Cal.	559,965	13	Johnson City-Kingsport-Bristol, Tenn.	68,636	116	Janesville-Beloit, Wis.	26,019	226
Dallas, Tex.	544,153	14	Portsmouth-Dover-Rochester, N.H.	68,518	117	Houma-Thibodaux, La.	25,923	227
Miami-Hialeah, Fla.	501,097	15	Augusta, Ga.	67,381	118	Olympia, Wash.	25,677	228
St. Louis, Mo.	484,706	16	Reno, Nev.	67,102	119	Burlington, N.C.	25,664	229
Baltimore, Md.	457,776	17	Jackson, Miss.	67,027	120	Waterloo-Cedar Falls, Iowa	25,376	230
Seattle, Wash.	454,352	18	Colorado Springs, Colo.	67,001	121	Johnstown, Pa.	25,286	231
San Diego, Cal.	443,978	19	Lansing-East Lansing, Mich.	66,948	122	Florence, Ala.	25,082	232
Bergen-Passaic, N.J.	439,570	20	Beaumont-Port Arthur, Tex.	66,498	123	Albany, Ga.	24,880	233
Oakland, Cal.	431,166	21	Fort Wayne, Ind.	64,296	124	Fort Walton Beach, Fla.	24,790	234
Cleveland, Ohio	427,728	22	Evansville, Ind.	64,045	125	Jackson, Tenn.	24,615	235
Phoenix, Ariz.	402,725	23	York, Pa.	64,006	126	Alexandria, La.	24,541	236
San Jose, Cal.	372,918	24	Spokane, Wash.	63,147	127	Ocala, Fla.	24,318	237
Pittsburgh, Pa.	362,447	25	Lancaster, Pa.	62,631	128	Siox City, Iowa	24,242	238
Kansas City, Mo.-Kans.	361,910	26	Salinas-Seaside-Monterey, Cal.	62,322	129	Fort Collins-Loveland, Colo.	24,158	239
Denver, Colo.	354,378	27	Stockton, Cal.	61,041	130	Fort Smith, Ark.	23,852	240
Newark, N.J.	343,546	28	Appleton-Oshkosh-Neenah, Wis.	59,818	131	Vineland-Millville-Bridgeton, N.J.	23,702	241
Columbus, Ohio	331,911	29	Canton, Ohio	59,675	132	Lafayette-West Lafayette, Ind.	23,678	242
Riverside-San Bernardino, Cal.	323,436	30	Orange County, N.Y.	59,121	133	Eau Claire, Wis.	23,654	243
Tampa-St. Petersburg-Clearwater, Fla.	298,004	31	Madera, Cal.	57,912	134	Altoona, Pa.	23,617	244
Cincinnati, Ohio	293,723	32	Laredo, Tex.	57,512	135	Wichita Falls, Tex.	23,551	245
Milwaukee, Wis.	291,947	33	Santa Rosa-Petaluma, Cal.	56,298	136	Tuscaloosa, Ala.	23,348	246
Middlesex-Somerset-Huntingdon, N.J.	288,813	34	Valljo-Fairfield-Napa, Cal.	55,792	137	Panama City, Fla.	23,235	247
Bridgeport-Stamford-Norwalk-Danbury, Conn.	273,283	35	Corpus Christi, Tex.	55,427	138	Daphn, Ala.	23,068	248
Hartford-New Britain-Middletown-Bristol, Conn.	267,367	36	Shreveport, La.	54,689	139	Brasoria, Tex.	23,006	249
Portland, Ore.	267,124	37	Aurora-Elgin, Ill.	54,615	140	Monroe, La.	22,722	250
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	251,215	38	Peoria, Ill.	53,021	141	Total Top 250	37,534,667	
New Orleans, La.	249,013	39	St. Cloud, Minn.	52,799	142	Richland-Kennewick-Pasco, Wash.	22,620	251
Fort Worth-Arlington, Tex.	240,825	40	Green Bay, Wis.	51,738	143	Bryan-College Station, Tex.	22,543	252
Norfolk-Virginia Beach-Newport News, Va.	239,977	41	Pensacola, Fla.	51,321	144	Lewiston-Auburn, Me.	22,494	253
Indianapolis, Ind.	239,727	42	Roanoke, Va.	51,240	145	Cimarron, N.Y.	22,087	254
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	234,852	43	Brownsville-Harlingen, Tex.	51,178	146	Billings, Mont.	22,069	255
Sacramento, Cal.	225,068	44	Montgomery, Ala.	49,307	147	Williamsport, Pa.	21,877	256
Honolulu, Haw.	214,257	45	Savannah, Ga.	47,700	148	Hamilton-Middletown, Ohio	21,838	257
San Antonio, Tex.	207,209	46	Total Top 150	34,248,666		La Crosse, Wis.	21,784	258
Memphis-Ocean, N.J.	203,159	47	Springfield, Mo.	47,457	151	Bloomington, Ind.	21,776	259
Salt Lake City-Ogden, Utah	199,661	48	Macon-Warner Robins, Ga.	47,401	152	Florence, S.C.	21,742	260
Manhasset, N.Y.	199,321	49	Kalamazoo, Mich.	47,395	153	Texasarkona, Tex.-Ark.	21,598	261
Oklahoma City, Okla.	197,217	50	Malibu-Titusville-Palm Bay, Fla.	47,199	154	Anderson, Ind.	21,415	262
Total Top 50	24,733,098		South Bend-Mishawaka, Ind.	46,843	155	Fayetteville-Springdale, Ark.	21,359	263
Greensboro-Winston-Salem-High Point, N.C.	192,919	51	Daytona Beach, Fla.	46,783	156	Lake Charles, La.	21,279	264
Louisville, Ky.	190,622	52	Erie, Pa.	46,683	157	Muncie, Ind.	21,072	265
New Haven-Waterbury-Meriden, Conn.	188,168	53	Lubbock, Tex.	46,527	158	Kenosha, Wis.	20,986	266
West Palm Beach-Boca Raton-DeBary Beach, Fla.	181,496	54	Rockford, Ill.	45,592	159	Chicago, Ill.	20,972	267
Providence-Pawtucket-Woonsocket, R.I.	172,920	55	Duluth, Minn.	45,386	160	Anderson, S.C.	20,958	268
Nashville, Tenn.	165,635	56	Visalia-Tulare-Porterville, Cal.	44,918	161	Rapid City, S.D.	20,866	269
Richmond-Petersburg, Va.	162,870	57	Sarasota, Fla.	44,704	162	Clarksville-Hopkinsville, Tenn.-Ky.	20,816	270
Dayton-Springfield, Ohio	160,774	58	Fort Myers-Cape Coral, Fla.	44,181	163	Cumberland, Md.	20,683	271
Buffalo, N.Y.	160,605	59	Joliet, Ill.	43,826	164	Pasadena, Miss.	20,652	272
Albany-Schenectady-Troy, N.Y.	160,083	60	Tallahassee, Fla.	42,480	165	Merced, Cal.	20,103	273
Rochester, N.Y.	159,631	61	Cedar Rapids, Iowa	42,455	166	Santa Fe, N.M.	19,857	274
Orlando, Fla.	158,587	62	Boulder-Longmont, Colo.	41,990	167	Kalamazoo, Ind.	19,735	275
Birmingham, Ala.	153,664	63	Charleston, W.Va.	41,117	168	Grand Forks, N.D.	19,727	276
Toledo, Ohio	148,624	64	Burlington, Vt.	40,248	169	Muskegon, Mich.	19,537	277
Raleigh-Durham, N.C.	140,723	65	Midland, Tex.	40,148	170	Jackson, Miss.	19,212	278
Scranton-Wilkes-Barre, Pa.	137,151	66	Springfield, Ill.	38,700	171	Hagerstown, Md.	18,849	279
Tulsa, Okla.	135,641	67	Poughkeepsie, N.Y.	38,632	172	Lavonia, Ohio	18,830	280
Las Vegas, Nev.	134,806	68	Huntsville, Ala.	38,518	173	Sharon, Pa.	18,658	281
Jacksonville, Fla.	128,044	69	Fayetteville, N.C.	38,495	174	Bremerton, Wash.	18,510	282
Grand Rapids, Mich.	121,867	70	Charlottesville, Va.	38,176	175	Wausau, Wis.	18,194	283
Omaha, Neb.	121,476	71	Binghamton, N.Y.	37,931	176	San Angelo, N.D.	18,086	284
Tucson, Ariz.	120,985	72	Indianapolis, Ind.	37,904	177	Blount, Ala.	17,846	285
Knoxville, Tenn.	120,141	73	Lincoln, Neb.	37,941	178	Pueblo, Colo.	17,721	286
Springfield, Mass.	119,389	74	Bangor, Me.	36,793	179	Dubuque, Iowa	17,687	287
Austin, Tex.	119,175	75	Odessa, Tex.	36,119	180	Elkhart-Goshen, Ind.	17,513	288
Syracuse, N.Y.	117,689	76	New London-Norwich, Conn.	36,034	181	St. Joseph, Mo.	17,141	289
Worcester-Fitchburg-Leicester, Mass.	115,881	77	Champaign-Urbana-Rantoul, Ill.	35,934	182	Steubenville-Wellton, Ohio-W.Va.	17,093	290
Oremville-Spartanburg, S.C.	114,180	78	Niagara Falls, N.Y.	35,398	183	Sault Ste. Marie, Mich.	17,087	291
Oxnard-Ventura, Cal.	113,650	79	Lynchburg, Va.	35,169	184	Columbia, Mo.	16,973	292
Portland, Me.	112,473	80	Greenville, Fla.	35,014	185	Bellevue, Wash.	16,798	293
Allentown-Bethlehem, Pa.	111,348	81	Siam Falls, S.D.	34,801	186	Anniston, Ala.	16,402	294
Little Rock-North Little Rock, Ark.	108,016	82	Amarillo, Tex.	34,723	187	Glens Falls, N.Y.	16,399	295
Manchester-Nashua, N.H.	106,466	83	Ashville, N.C.	33,992	188	Victoria, Tex.	16,191	296
Harrisburg-Lebanon-Carlisle, Pa.	106,466	84	Wheeling, W.Va.	33,889	189	State College, Pa.	16,024	297
Reading, Pa.	104,890	85	Boise, Idaho	32,889	190	New Roch, Ark.	15,910	298
Jersey City, N.J.	102,748	86	Columbus, Ohio	32,784	191	Dominion, Va.	15,803	299
Albuquerque, N.M.	101,513	87	Columbus, Ga.	32,471	192	Yuba City, Cal.	15,016	300
Fresno, Cal.	99,504	88	Galveston-Texas City, Tex.	32,297	193	Groesby, Colo.	14,563	301
Gary-Hammond, Ind.	98,427	89	Waco, Tex.	32,028	194	Gadsden, Ala.	14,338	302
Baton Rouge, La.	96,427	90	Longview-Marshall, Tex.	31,988	195	Decatur, Ala.	14,329	303
Flint, Mich.	94,603	91	Hickory, N.C.	31,922	196	Madison, Wis.	14,086	304
El Paso, Tex.	93,307	92	Texarkana, Tex.	31,832	197	Las Cruces, N.M.	14,067	305
Lake County, Ill.	91,729	93	Total Top 250	34,248,666		Shreveport, La.	13,823	306
Saginaw-Bay City-Midland, Mich.	90,264	94	El Paso, Tex.	30,948	201	Lawrence, Kan.	13,551	307
Medford, Wis.	90,083	95	Blount, Ala.	30,943	202	Orwell Falls, Mont.	13,503	308
Akron, Ohio	87,984	96	Fargo-Moorhead, N.D.-Minn.	30,884	203	Jamestown-Dunkirk, N.Y.	13,474	309
New Bedford-Fall River-Athol, Mass.	87,951	97	Santa Cruz, Cal.	30,843	204	Sherman-Denison, Tex.	13,284	310
West Plains, Mo.	86,768	98	Fort Pierce, Fla.	30,837	205	Cheyenne, Wyo.	13,152	311
Wichita, Kans.	86,768	99	Athens, Ga.	30,836	206	Enid, Okla.	11,779	312
Total Top 100	31,023,594		Tyler, Tex.	30,117	207	Kendrick, Ill.	10,046	313
Columbia, S.C.	82,629	101	Rivers-Temple, Tex.	30,091	208	Jacksonville, N.C.	11,023	314
Tacoma, Wash.	81,397	102	Provo-Orem, Utah	29,844	209	Casper, Wyo.	9,959	315
Lexington-Fayette, Ky.	81,378	103	Lima, Ohio	29,793	210	Lawrence, Kan.	9,243	316
			Blount-Gulfport, Miss.	29,651	211	Total Above Areas	34,767,733	
			Beaver County, Pa.	29,576	212	Percent of U.S.	86,480	
			Decatur, Ill.	29,341	213	U.S. Total	44,828,464	

Area	(\$500)	Rank
New York, N.Y.	1,272,017	1
Los Angeles-Long Beach, Cal.	1,051,851	2
Chicago, Ill.	894,186	3
Philadelphia, Pa.	591,789	4
Washington, D.C.	515,391	5
Detroit, Mich.	487,286	6
Boston-Lawrence-Salem-Lowell-Brackton, Mass.	457,601	7
Nassau-Suffolk, N.Y.	407,112	8
Houston, Tex.	401,525	9
Dallas, Tex.	360,187	10
Atlanta, Ga.	347,599	11
Anaheim-Santa Ana, Cal.	336,314	12
San Francisco, Cal.	334,790	13
Miami-Mialeth, Fla.	330,318	14
St. Louis, Mo.	292,402	15
San Diego, Cal.	281,847	16
Minneapolis-St. Paul, Minn.	281,316	17
Seattle, Wash.	278,069	18
Baltimore, Md.	269,038	19
Oakland, Cal.	244,149	20
Bergen-Passaic, N.J.	243,274	21
Cleveland, Ohio	232,159	22
Phoenix, Ariz.	227,817	23
Pittsburgh, Pa.	224,746	24
San Jose, Cal.	217,296	25
Denver, Colo.	192,315	26
Kansas City, Mo.-Kans.	182,661	27
Riverside-San Bernardino, Cal.	178,964	28
New Orleans, La.	161,970	29
Madison, Wis.	161,780	30
Peterborough-Caledonia, Ont., Can.	161,113	31
Bridgeport-Stamford-Hartford-Danbury, Conn.	160,995	32
Portland, Ore.	157,227	33
Cincinnati, Ohio	155,996	34
Hartford-New Britain-Middletown-Bristol, Conn.	154,136	35
Middlesex-Somerset-Huntingdon, N.J.	145,795	36
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	144,857	37
San Antonio, Tex.	144,021	38
Norfolk-Virginia Beach-Newport News, Va.	141,815	39
Fort Worth-Arlington, Tex.	138,353	40
Columbus, Ohio	133,673	41
Sacramento, Cal.	132,406	42
San Antonio, Tex.	128,446	43
Indianapolis, Ind.	120,927	44
Salt Lake City-Ogden, Utah	110,448	45
Greensboro-Winston-Salem-High Point, N.C.	110,271	46
Oklahoma City, Okla.	109,618	47
Orlando, Fla.	107,214	48
Louisville, Ky.	107,214	49
Total Top 50	14,235,857	
West Palm Beach-Boca Raton-Delray Beach, Fla.	107,214	50
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	106,006	51
Manassas-Ocean, N.J.	103,187	52
Nashville, Tenn.	94,456	53
Buffalo, N.Y.	91,223	54
Dayton, Springfield, Ohio	89,948	55
Richmond-Petersburg, Va.	88,473	56
Albany-Schenectady-Troy, N.Y.	87,367	57
Honolulu, Haw.	86,311	58
Austin, Tex.	82,858	59
New Haven-Waterbury-Meriden, Conn.	82,344	60
Raleigh-Durham, N.C.	81,307	61
San Yegon, Mex.	81,037	62
Providence-Pawtucket-Woonsocket, R.I.	80,636	63
Jacksonville, Fla.	79,354	64
Birmingham, Ala.	78,933	65
Knoxville, Tenn.	73,831	66
Reading, Pa.	72,971	67
Scranton-Williams-Barre, Pa.	71,410	68
Tucson, Ariz.	70,857	69
Albany, Okla.	70,460	70
Omaha, Neb.	68,220	71
Springfield, Mass.	66,548	72
Allentown-Bethlehem, Pa.	66,291	73
Greenville-Spartanburg, S.C.	66,078	74
Toledo, Ohio	65,832	75
El Paso, Tex.	65,773	76
Harrisburg-Lancaster-Carlisle, Pa.	61,393	77
San Rafael, Mich.	60,788	78
New Bedford-Fall River-Amherst, Mass.	60,779	79
Portland, Me.	60,606	80
Gary-Hammond, Ind.	60,334	81
Jersey City, N.J.	59,991	82
Baton Rouge, La.	59,600	83
Leake County, N.J.	59,270	84
Albuquerque, N.M.	57,006	85
Syracuse, N.Y.	57,239	86
Oxnard-Ventura, Cal.	57,128	87
Wilmington, Del.	57,084	88
Fresno, Cal.	56,726	89
Little Rock-North Little Rock, Ark.	56,302	90
Akron, Ohio	53,300	91
Tacoma, Wash.	53,870	92
Trenton, N.J.	51,447	93
Albany-Schenectady-Troy, N.Y.	51,146	94
Worcester-Richburg-Leominster, Mass.	50,993	95
Roonoke, Va.	48,499	96
Youngstown-Warren, Ohio	48,410	97
Jackson, Miss.	46,313	98
Total Top 100	17,819,009	
San Antonio-Comstock-Santa Rosa-Laredo, Tex.	46,266	99
Charleston, S.C.	45,939	100
Madison, Wis.	45,931	

Area	(\$000)	Rank
Wichita, Kans.	45,358	104
Saginaw-Bay City-Midland, Mich.	44,738	105
Bakersfield, Cal.	43,814	106
Flint, Mich.	42,740	107
Chattanooga, Tenn.	42,697	108
Lexington-Fayette, Ky.	42,696	109
Des Moines, Iowa	42,696	110
St. Louis-Edinburg-Bridgeton, Miss.	41,187	111
Corpus Christi, Tex.	41,140	112
Madison, Wis.	41,080	113
Evansville, Ind.	41,020	114
Anchorage, Alaska	40,777	115
Columbia, S.C.	40,427	116
Mobile, Ala.	40,388	117
Augusta, Ga.	39,588	118
Wichita Falls, Tex.	39,058	119
Beaumont-Port Arthur, Tex.	39,029	120
Colorado Springs, Colo.	38,874	121
Huntington-Ashland, W.Va.-Ky.	38,436	122
Atlantic City, N.J.	37,637	123
Davenport-Rock Island-Moline, Iowa-Ill.	37,250	124
Lancaster, Pa.	37,141	125
Johnson City-Simpsons-Brainerd, Tenn.	36,209	126
St. Rose-Patterson, Cal.	36,047	127
Shreveport, La.	36,018	128
Reno, Nev.	35,951	129
Savannah, Ga.	35,452	130
Lansing-East Lansing, Mich.	34,994	131
Salt Lake-Seaside-Monterey, Cal.	34,008	132
Stockton, Cal.	33,907	133
Fort Wayne, Ind.	33,921	134
Pittsburgh-Dover-Rochester, N.H.	33,641	135
Canton, Ohio	33,163	136
Vallajo-Fairfield-Napa, Cal.	32,635	137
Laredo, Tex.	32,587	138
Orange County, N.Y.	32,179	139
Peoria, Ill.	32,156	140
Lafayette, La.	32,101	141
York, Pa.	32,044	142
Albany-Oakbrook-Nearman, Wis.	31,832	143
Asheville, N.C.	31,446	144
Lynchburg, Va.	31,060	145
Lubbock, Tex.	30,773	146
Utica-Rome, N.Y.	30,042	147
Montgomery, Ala.	30,034	148
Sarasota, Fla.	29,633	149
Albany, N.Y.	29,574	150
Total Top 150	19,475,797	
Pensacola, Fla.	28,496	151
Ann Arbor, Mich.	27,332	152
Brownsville-Harlingen, Tex.	27,024	153
Daytona Beach, Fla.	26,729	154
Macon-Warner Robins, Ga.	26,070	155
Lakeland-Winter Haven, Fla.	25,561	156
Ann Arbor, Mich.	25,396	157
Erie, Pa.	25,294	158
Poughkeepsie, N.Y.	25,000	159
Joliet, Ill.	24,869	160
Galveston-Texas City, Tex.	24,447	161
Rockford, Ill.	24,352	162
Green Bay, Wis.	24,163	163
Fort Myers-Cape Coral, Fla.	24,156	164
Springfield, Mo.	23,807	165
Visalia-Tulare-Porterville, Cal.	23,642	166
Binghamton, N.Y.	23,336	167
Boulder-Longmont, Colo.	23,335	168
South Bend-Mishawaka, Ind.	23,259	169
Tallahassee, Fla.	23,063	170
Odessa, Tex.	22,668	171
San Antonio, W.Va.	22,642	172
Amesbury, Mass.	21,917	173
Macomb, Mich.	21,823	174
McBourne-Titusville-Palm Bay, Fla.	21,765	175
Racine, Wis.	21,763	176
Burlington, N.C.	21,659	177
Salem, Ore.	21,209	178
Fayetteville, N.C.	20,807	179
New London-Norwich, Conn.	20,571	180
Wichita, Kan.	20,483	181
Lincoln, Neb.	20,441	182
Columbus, Ga.	20,244	183
Longview-Marshall, Tex.	20,036	184
Tyler, Tex.	19,939	185
Champaign-Urbana-Rantoul, Ill.	19,931	186
Midland, Tex.	19,901	187
Duluth, Minn.	19,795	188
Wichita, N.C.	19,579	189
Springfield, Ill.	19,574	190
Eugene-Springfield, Ore.	19,548	191
Burlington, Vt.	19,461	192
Athens, Ga.	19,305	193
Cedar Rapids, Iowa	19,189	194
Abilene, Tex.	18,832	195
Frederic-Oreos, Utah	18,619	196
Shenandoah, Va.	18,507	197
Niagara Falls, N.Y.	18,227	198
Bangor, Me.	18,049	199
Huntsville, Ala.	17,767	200
Fort Pierce, Fla.	17,761	201
Total Top 200	20,777,681	
Whiting, W.Va.	17,701	202
Moore, La.	17,595	203
Takoma-Wash.	17,395	204
Lorain-Elyria, Ohio	17,381	205
Biloxi-Gulfport, Miss.	17,205	206
Rechester, Minn.	17,162	207
Santa Cruz, Cal.	17,121	208
Sioux Falls, S.D.	17,010	209
Charlottesville, Va.	16,642	210
Shenandoah, Va.	16,241	211
Albany, Ga.	16,169	212
Boise, Idaho	16,150	213
Ocala, Fla.	16,150	214

Area	(\$'000)	Rank
Gainesville, Fla.	16,066	214
Bloomington-Normal, Ill.	16,006	215
Killeen-Temple, Tex.	15,993	216
Olympia, Wash.	15,848	217
Brentford, Fla.	15,820	218
Hoama-Thibodaux, La.	15,819	219
Richita Falls, Tex.	15,819	220
Jameson-Beleit, Wisc.	15,491	221
Bryan-College Station, Tex.	15,235	222
Tapeka, Kans.	15,123	223
Williamsport, Pa.	15,114	224
Alexandria, La.	14,983	225
Alhona, Pa.	14,616	226
Tuscaloosa, Ala.	14,520	227
Johnstown, Pa.	14,452	228
Parkersburg-Marietta, W.Va.-Ohio	14,247	229
Decatur, Ill.	14,190	230
Terre Haute, Ind.	13,945	231
Vancouver, Wash.	13,745	232
Lima, Ohio	13,614	233
Eou Claire, Wisc.	13,583	234
Pittsboro-Moorhead, N.D.-Minn.	13,576	235
Field, Mass.	13,572	236
Lawrence-Loveland, Colo.	13,327	237
Bronzo, Tex.	13,324	238
Benton Harbor, Mich.	13,517	240
Wilmington, N.C.	13,491	241
Jackson, Tenn.	13,480	242
Redding, Cal.	13,429	243
Anderson, S.C.	13,400	244
Billings, Mont.	13,371	245
Florence, S.C.	13,320	246
Waverly, Ohio	13,043	247
Panama City, Fla.	12,961	248
Santa Fe, N.M.	12,703	249
San Angelo, Tex.	12,670	250
Total Top 250	21,526,436	
Richland-Kemewick-Pasco, Wash.	12,663	251
Sioux City, Iowa	12,630	252
Chico, Cal.	12,495	253
Elkhart-Goshen, Ind.	12,492	254
Waverly, Charles, Ind.	12,452	255
Beaver County, Pa.	12,387	256
St. Cloud, Minn.	12,209	257
Lafayette-West Lafayette, Ind.	12,136	258
Passaic, N.J.	12,015	259
Waterloo-Cedar Falls, Iowa	11,943	260
Dorhan, Ala.	11,852	261
Muncie, Ind.	11,852	262
Tomball, Md.	11,532	263
Elmira, N.Y.	11,507	264
Lewiston-Auburn, Me.	11,252	265
La Crosse, Wisc.	11,188	266
Fort Walton Beach, Fla.	11,097	267
Kokomo, Ind.	11,036	268
Vineland-Millville-Bridgeton, N.J.	10,995	269
Joplin, Mo.	10,993	270
Fort Smith, Ark.	10,983	271
Owensboro, Ky.	10,820	272
Hagerstown, Md.	10,789	273
Bloomington, Ind.	10,775	274
Florence, Ala.	10,774	275
Kanosh, Wisc.	10,737	276
Bremerton, Wash.	10,712	277
Lawton, Okla.	10,712	278
El Paso, Tex.	10,645	279
Muskogon, Mich.	10,427	280
Clarksville-Hopkinsville, Tenn.-Ky.	10,423	281
Fayetteville-Springdale, Ark.	10,275	282
Glen Falls, N.Y.	10,132	283
Jackson, Mich.	10,123	284
Bellingham, Wash.	10,102	285
Lawton, Okla.	10,002	286
El Paso, Tex.	9,948	287
Bismarck, N.D.	9,774	288
Victoria, Tex.	9,583	289
Yuba City, Cal.	9,582	290
Pine Bluff, Ark.	9,556	291
Madford, Ore.	9,500	292
Wausau, Wisc.	9,482	293
Waukegan, Ill.	9,294	294
Rock Hill, S.D.	9,278	295
Grand Forks, N.D.	9,046	296
St. Joseph, Mo.	8,930	297
State College, Pa.	8,561	298
Staubenville-Walton, Ohio-W.Va.	8,511	299
Dubuque, Iowa	8,498	300
Los Cruces, N.M.	8,461	301
Altoona, Pa.	8,181	302
Bottle Creek, Mich.	8,083	303
Decatur, Ala.	8,027	304
Merced, Cal.	8,013	305
Columbia, Mo.	7,856	306
Shaboygan, Wisc.	7,704	307
Greeley, Colo.	7,265	308
Arnsdorf, N.Y.	7,265	309
Lawrence, Kans.	7,168	310
Lawrence, Kans.	7,006	311
Kankakee, Ill.	6,909	312
Jacksonville, N.C.	6,625	313
Great Falls, Mont.	6,406	314
Cheyenne, Wyo.	6,346	315
Jamesstown-Dunkirk, N.Y.	6,309	316
Lawrence, Kans.	6,217	317
Lawrence, Kans.	5,621	318
Casper, Wyo.	4,775	319
Total Above Areas	22,194,191	
Percent of U.S.	87.346	
U.S. Total	25,412,363	

Major Household Appliance Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach, Cal.	794,183	1	Tacoma, Wash.	39,338	104	Joliet, Ill.	14,476	214
New York, N.Y.	529,364	2	Trenton, N.J.	38,961	105	Wichita Falls, Tex.	14,433	215
Chicago, Ill.	461,267	3	Charleston, S.C.	38,879	106	Parkersburg-Marietta, W.Va.-Ohio	14,250	216
Philadelphia, Pa.	359,594	4	Chattanooga, Tenn.	38,382	107	Gainesville, Fla.	14,200	217
Detroit, Mich.	334,572	5	Atlantic City, N.J.	38,047	108	Provo-Orem, Utah	13,996	218
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	328,262	6	Lake County, Ill.	37,860	109	Richland-Kennebec-Pasco, Wash.	13,718	219
Washington, D.C.	307,897	7	Pensacola, Fla.	37,823	110	Waterloo-Cedar Falls, Iowa	13,702	220
Norfolk-Suffolk, N.Y.	267,405	8	Reading, Pa.	37,536	111	Vineland-Millville-Bridgeton, N.J.	13,612	221
Houston, Tex.	266,892	9	El Paso, Tex.	37,016	112	Wilmington, N.C.	13,583	222
Tampa-St. Petersburg-Clearwater, Fla.	232,143	10	Johnson City-Kingsport-Bristol, Tenn.	36,833	113	Decatur, Ill.	13,463	223
Dallas, Tex.	219,479	11	Lansing-East Lansing, Mich.	36,489	114	San Angelo, Tex.	13,290	224
Atlanta, Ga.	217,420	12	Fort Wayne, Ind.	35,575	115	Racine, Wis.	13,225	225
Minneapolis-St. Paul, Minn.	200,670	13	Fayetteville, N.C.	35,505	116	Burlington, N.C.	13,067	226
San Diego, Cal.	197,917	14	Bakersfield, Cal.	35,067	117	La Crosse, Wis.	13,061	227
St. Louis, Mo.	197,738	15	Fort Myers-Cape Coral, Fla.	34,376	118	Lafayette-West Lafayette, Ind.	13,060	228
Oakland, Cal.	176,647	16	Canton, Ohio	33,292	119	Hamilton-Middletown, Ohio	12,821	229
Bergen-Passaic, N.J.	175,096	17	Shreveport, La.	32,945	120	Six Falls, S.D.	12,788	230
Baltimore, Md.	172,813	18	Stockton, Cal.	32,876	121	Billings, Mont.	12,714	231
Miami-Hialeah, Fla.	166,203	19	Fresno, Cal.	32,858	122	Dathan, Ala.	12,642	232
San Jose, Cal.	163,423	20	Colorado Springs, Colo.	32,581	123	Lincoln, Neb.	12,557	233
Newark, N.J.	163,638	21	New London-Norwich, Conn.	32,338	124	Albany, Ga.	12,435	234
Phoenix, Ariz.	163,486	22	Jackson, Miss.	31,906	125	Muskegon, Mich.	12,216	235
Anderson-Santa Ana, Cal.	152,041	23	Anchorage, Alaska	31,873	126	Alexandria, La.	12,210	236
San Francisco, Cal.	151,416	24	Lakeland-Winter Haven, Fla.	31,483	127	Pittsfield, Mass.	12,186	237
Cleveland, Ohio	145,698	25	Lexington-Fayette, Ky.	31,404	128	Fort Smith, Ark.	12,161	238
Riverside-San Bernardino, Cal.	145,687	26	South Bend-Mishawaka, Ind.	31,132	129	Beaver County, Pa.	11,930	239
Kansas City, Mo.-Kans.	141,792	27	Birmingham, N.Y.	30,519	130	Manfield, Ohio	11,879	240
Pittsburgh, Pa.	141,601	28	Bradenton, Fla.	30,375	131	Banger, Mo.	11,809	241
Denver, Colo.	139,055	29	Santa Barbara-Santa Maria-Lompoc, Cal.	30,201	132	Olympia, Wash.	11,846	242
Seattle, Wash.	139,055	30	Santa Rosa-Petaluma, Cal.	30,198	133	Vancouver, Wash.	11,770	243
New Orleans, La.	136,573	31	Vallejo-Fairfield-Napa, Cal.	30,089	134	Wausau, Wis.	11,748	244
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	134,379	32	Appleton-Oshkosh-Neenah, Wis.	29,825	135	Athens, Ga.	11,586	245
Sacramento, Cal.	130,739	33	Macon-Warner Robins, Ga.	29,801	136	Yakima, Wash.	11,482	246
Norfolk-Virginia Beach-Newport News, Va.	122,606	34	Spokane, Wash.	28,711	137	Fayetteville-Springdale, Ark.	15,597	247
Middlesex-Somerset-Huntingdon, N.J.	121,383	35	Rockford, Ill.	28,660	138	Total Top 250	1,459	251
Fort Worth-Arlington, Tex.	117,290	36	Modesto, Cal.	28,545	139	Bremerton, Wash.	11,457	252
Cincinnati, Ohio	117,280	37	Pecora, Ill.	28,421	140	Altamonte, Pa.	11,410	253
Milwaukee, Wis.	113,095	38	McAllen-Edinburg-Mission, Tex.	28,401	141	Tadokoma, Tex.-Ark.	11,356	254
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	112,310	39	Savannah, Ga.	28,316	142	Jacksonville, N.C.	11,192	255
Portland, Ore.	107,520	40	Lafayette, La.	28,289	143	Champaign-Urbana-Rantoul, Ill.	11,062	256
Bridgeport-Stamford-Norwalk-Danbury, Conn.	106,287	41	Asheville, N.C.	28,098	144	Owensboro, Ky.	11,054	257
West Palm Beach-Boca Raton-Deerfield Beach, Fla.	101,055	42	Aurora, Ga.	27,824	145	Medford, Ore.	11,041	258
Hartford-New Britain-Middletown-Bristol, Conn.	99,340	43	Charleston, W.Va.	27,766	146	Clarksville-Hopkinsville, Tenn.-Ky.	10,925	259
Indianapolis, Ind.	98,777	44	Davenport-Rock Island-Moline, Iowa-Ill.	27,644	147	Brazoria, Tex.	10,918	260
Greensboro-Winston-Salem-High Point, N.C.	96,781	45	St. Cloud, Minn.	27,330	148	Janesville-Beloit, Wis.	10,918	261
Louisville, Ky.	91,550	46	Total Top 150	26,900	149	Muncie, Ind.	10,903	262
Oklahoma City, Okla.	89,646	47	Laredo, Tex.	26,444	150	Redding, Cal.	10,848	263
Memphis, Tenn.	84,043	48	Kalamazoo, Mich.	25,779	151	Hagerstown, Md.	10,801	264
Rochester, N.Y.	81,387	49	Ann Arbor, Mich.	25,600	152	Battle Creek, Mich.	10,767	265
Richmond-Petersburg, Va.	79,792	50	Visalia-Tulare-Porterville, Cal.	25,586	153	Rochester, Minn.	10,499	266
Total Top 50	9,396,090	51	Tallahassee, Fla.	25,490	154	Elmira, N.Y.	10,493	267
Salt Lake City-Ogden, Utah	78,326	52	Huntington-Ashland, W.Va.-Ky.	25,080	155	Siouxs City, Iowa	10,441	268
Monmouth-Ocean, N.J.	77,040	53	Evansville, Ind.	24,697	156	Fargo-Moorhead, N.D.-Minn.	10,268	269
Raleigh-Durham, N.C.	76,271	54	Yak, Pa.	24,566	157	Great Falls, Mont.	10,231	270
Albany-Schenectady-Troy, N.Y.	75,935	55	Portland, Me.	23,812	158	Jackson, Mich.	10,179	271
San Antonio, Tex.	75,741	56	Reno, Nev.	23,632	159	Columbia, Mo.	10,105	272
Orlando, Fla.	75,599	57	Springfield, Ill.	23,250	160	Pueblo, Colo.	9,884	273
Jacksonville, Fla.	75,305	58	Fort Pierce, Fla.	22,992	161	Kankakee, Ill.	9,826	274
Buffalo, N.Y.	74,173	59	Springfield, Mo.	22,736	162	Deerhurst, Ala.	9,826	275
Nashville, Tenn.	73,388	60	Huntsville, Ala.	22,636	163	St. Joseph, Mo.	9,795	276
Grand Rapids, Mich.	69,745	61	Naples, Fla.	22,437	164	Jackson, Tenn.	9,678	277
Providence-Foxcroft-Woonsocket, R.I.	67,488	62	Enid, Pa.	22,162	165	Joplin, Mo.	9,650	278
Toledo, Ohio	65,958	63	Enid, Pa.	22,003	166	Gooden, Ala.	9,605	279
Dayton-Springfield, Ohio	65,762	64	Hickory, N.C.	21,792	167	Bellingham, Wash.	9,584	280
Columbus, Ohio	64,776	65	Aurora-Elgin, Ill.	21,542	168	Bismarck, N.D.	9,584	281
New Haven-Waterbury-Meriden, Conn.	64,769	66	Salem, Ore.	20,888	169	Pascagoula, Miss.	9,584	282
Austin, Tex.	61,118	67	Amarillo, Tex.	20,779	170	Rapid City, S.D.	9,347	283
Greenfield-Spartanburg, S.C.	60,750	68	San Antonio, Tex.	20,463	171	Steuersville-Weirton, Ohio-W.Va.	9,186	284
Baton Rouge, La.	59,954	69	Green Bay, Wis.	20,195	172	Niagara Falls, N.Y.	9,153	285
Birmingham, Ala.	54,368	70	Galveston-Texas City, Tex.	19,898	173	Anderson, Ind.	9,100	286
Worcester-Fitchburg-Leominster, Mass.	53,941	71	Elkhart-Goshen, Ind.	19,844	174	State College, Pa.	8,871	287
Las Vegas, Nev.	53,282	72	Bloomington-Normal, Ill.	19,700	175	Las Cruces, N.M.	8,756	288
Gary-Hammond, Ind.	51,828	73	Elkhart-Goshen, Ind.	19,594	176	Elkhart-Goshen, Ind.	8,646	289
Knoxville, Tenn.	51,274	74	Lubbock, Tex.	19,552	177	Jamestown-Dunkirk, N.Y.	8,211	290
Harrisburg-Lebanon-Carlisle, Pa.	50,477	75	Charlotteville, Va.	18,929	178	Victoria, Tex.	8,152	291
Daytona Beach, Fla.	49,914	76	Utica-Rome, N.Y.	18,917	179	Danville, Va.	8,077	292
Scranton-Wilkes-Barre, Pa.	49,278	77	Fort Walton Beach, Fla.	18,790	180	Kenosha, Wis.	8,039	293
Lancaster, Pa.	49,151	78	Waco, Tex.	18,170	181	Lanston, Okla.	7,886	294
Youngstown-Warren, Ohio	48,924	79	Waco, Tex.	17,776	182	Merced, Cal.	7,673	295
Wilmington, Del.	48,638	80	Waco, Tex.	17,548	183	Dubuque, Iowa	7,673	296
Wilkes-Barre, Pa.	48,386	81	Waco, Tex.	17,524	184	Sherman-Denison, Tex.	7,417	297
Honolulu, Hawaii	47,336	82	Waco, Tex.	17,459	185	Yuba City, Tex.	7,394	298
Ozark-Ventura, Cal.	47,243	83	Waco, Tex.	17,238	186	Grand Forks, N.D.	7,279	299
Little Rock-North Little Rock, Ark.	46,710	84	Waco, Tex.	17,164	187	Greeley, Colo.	6,997	300
Allentown-Bethlehem, Pa.	46,025	85	Waco, Tex.	17,018	188	Pine Bluff, Ark.	6,989	301
Corpus Christi, Tex.	45,479	86	Waco, Tex.	16,987	189	Cumberland, Md.	6,862	302
Albuquerque, N.M.	44,752	87	Waco, Tex.	16,862	190	Benton Harbor, Mich.	6,806	303
Mobile, Ala.	44,449	88	Waco, Tex.	16,616	191	Sharon, Pa.	6,647	304
Manchester-Nashua, N.H.	44,332	89	Waco, Tex.	16,290	192	Tusculum, Tenn.	6,284	305
Jersey City, N.J.	42,862	90	Waco, Tex.	15,983	193	Cheyenne, Wyo.	6,252	306
Columbia, S.C.	41,844	91	Waco, Tex.	15,937	194	Kokomo, Ind.	6,126	307
New Bedford-Fall River-Athol, Mass.	40,591	92	Waco, Tex.	15,866	195	Anniston, Ala.	6,012	308
Beaumont-Port Arthur, Tex.	40,358	93	Waco, Tex.	15,780	196	Williamsport, Pa.	5,951	309
Tucson, Ariz.	40,302	94	Waco, Tex.	15,776	197	Iowa City, Iowa	5,876	310
Saginaw-Bay City-Midland, Mich.	40,194	95	Waco, Tex.	15,748	198	Bloomington, Ind.	5,811	311
Sarasota, Fla.	39,529	96	Waco, Tex.	15,485	199	Glens Falls, N.Y.	5,529	312
Total Top 100	12,229,247	97	Waco, Tex.	15,409	200	Lewiston-Auburn, Me.	5,356	313
Flint, Mich.	39,101	98	Waco, Tex.	15,205	201	Sheboygan, Wis.	5,240	314
Melbourne-Titusville-Palm Bay, Fla.	39,032	99	Waco, Tex.	14,917	202	Lawrence, Kans.	4,823	315
Wichita, Kans.	39,229	100	Waco, Tex.	14,911	203	Casper, Wyo.	4,378	316
			Waco, Tex.	14,815	204	Enid, Okla.	4,371	317
			Waco, Tex.	14,783	205	Total Above Areas	16,198,365	
			Waco, Tex.	14,622	206	Percent of U.S.	81.6089	
			Waco, Tex.	14,613	207	U.S. Total	19,848,659	
			Waco, Tex.	14,321	208			
			Waco, Tex.	14,506	209			

Furniture and Sleep Equipment Sales

Area	(\$'000)	Rank	Area	(\$'000)	Rank	Area	(\$'000)	Rank
New York, N.Y.	1,658,942	1	Des Moines, Iowa	67,022	104	Dorham, Ala.	20,874	214
Los Angeles-Lag Beach, Cal.	1,559,137	2	Harrisburg-Lebanon-Carlisle, Pa.	66,456	105	Joplin, Mo.	20,834	215
Chicago, Ill.	1,147,099	3	Santa Barbara-Santa Maria-Lompoc, Cal.	64,255	106	Rochester, Minn.	20,616	216
Washington, D.C.	799,542	4	Colorado Springs, Colo.	63,764	107	Fort Smith, Ark.	20,281	217
Boston-Lewiston-Salem-Lowell-Brockton, Mass.	730,247	5	Columbia, S.C.	60,831	108	Houma-Thibodaux, La.	20,130	218
Philadelphia, Pa.	728,590	6	Spokane, Wash.	59,095	109	San Angelo, Tex.	20,081	219
Detroit, Mich.	683,890	7	Wichita, Kans.	58,854	110	Beaver County, Pa.	20,062	220
Nassau-Suffolk, N.Y.	651,020	8	Trenton, N.J.	58,223	111	Burlington, N.C.	20,020	221
Atlanta, Ga.	512,735	9	Augusta, Ga.	57,692	112	Rocky Hill, Conn.	19,993	222
Houston, Tex.	505,470	10	Bakersfield, Cal.	56,361	113	Clarksville, Tenn.	19,918	223
San Diego, Cal.	411,820	11	Fort Wayne, Ind.	56,186	114	Clarksville-Hopkinsville, Tenn.-Ky.	19,817	224
San Francisco, Cal.	387,855	12	Shreveport, La.	55,673	115	Alexandria, La.	19,751	225
Baltimore, Md.	378,068	13	Daytona Beach, Fla.	54,624	116	Topeka, Kans.	19,747	226
Tempe-St. Petersburg-Clearwater, Fla.	370,563	14	Flint, Mich.	54,448	117	Billings, Mont.	19,739	227
Newark, N.J.	360,371	15	Lansing-East Lansing, Mich.	54,151	118	Waco, Tex.	19,739	228
Phoenix, Ariz.	350,172	16	Jackson, Miss.	54,069	119	Altoona, Pa.	19,739	229
Bergen-Passaic, N.J.	346,772	17	Rockford, Ill.	54,041	120	Bloomington-Normal, Ill.	19,651	230
Miami-Hialeah, Fla.	336,184	18	Santa Rosa-Petaluma, Cal.	53,845	121	Boonville, Mo.	19,630	231
St. Louis, Mo.	335,544	19	Madera, Cal.	53,766	122	Vancouver, Wash.	19,626	232
Oklaoma, Cal.	332,057	20	St. Cloud, Minn.	51,536	124	Niagara Falls, N.Y.	18,833	233
Minneapolis-St. Paul, Minn.	332,057	21	Evansville, Ind.	50,978	125	Richland-Kennebec-Pasco, Wash.	18,778	234
Dallas, Tex.	327,352	22	Vallejo-Fairfield-Napa, Cal.	49,908	126	Decatur, Ill.	18,604	235
Cleveland, Ohio	311,283	23	Huntsville, Ala.	49,625	127	Lake Charles, La.	18,529	236
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	307,239	24	Davenport-Rock Island-Moline, Iowa-Ill.	49,059	129	Johnstown, Pa.	18,406	237
Anaheim-Santa Ana, Cal.	304,196	25	Canton, Ohio	48,385	130	Waterloo-Cedar Falls, Iowa	18,337	238
San Jose, Cal.	302,769	26	Naples, Fla.	48,304	131	Monroe, La.	18,261	239
Norfolk-Virginia Beach-Newport News, Va.	299,380	27	San Bernardino-Mishawaka, Ind.	48,032	132	Hagerstown, Md.	18,163	240
Pittsburgh, Pa.	298,422	28	Corpus Christi, Tex.	46,696	133	Fargo-Moorhead, N.D.-Minn.	18,067	241
Seattle, Wash.	271,253	29	Stockton, Cal.	46,620	134	Texasarkana, Tex.-Ark.	17,971	242
Riverside-San Bernardino, Cal.	267,936	30	Appleton-Oshkosh-Neenah, Wis.	45,317	135	Yuba City, Cal.	17,937	243
Greensboro-Winston-Salem-High Point, N.C.	267,353	31	Pensacola, Fla.	45,310	136	Anderson, S.C.	17,877	244
Beach, Fla.	263,815	32	Jackson City-Kingsport-Bristol, Tenn.	44,936	137	Muskogee, Mich.	17,850	245
Denver, Colo.	260,042	33	Fort Pierce, Fla.	44,548	138	Panama City, Fla.	17,847	246
Midvale-Somerus-Hunterdon, N.J.	243,754	34	Orange County, N.Y.	44,298	139	Fort Collins-Loveland, Colo.	16,711	247
Sacramento, Cal.	227,750	35	Hickory, N.C.	44,029	140	Olympia, Wash.	16,674	248
Kansas City, Mo.-Kans.	225,889	36	Melbourne-Titusville-Palm Bay, Fla.	43,872	141	Total Top 250	29,873,967	
New Orleans, La.	205,070	37	Laredo, Tex.	43,778	142	Yakima, Wash.	16,413	251
Wapakoneta, Ohio	199,972	38	Columbus, Ga.	43,729	143	Athens, Ga.	15,936	252
Memphis, Tenn.	199,775	39	Macon-Warner Robins, Ga.	43,686	144	Williamsport, Pa.	15,671	253
Cincinnati, Ohio	196,732	40	Eugene-Springfield, Ore.	43,608	145	Jackson, Mich.	15,671	254
Bridgeport-Stamford-Norwalk-Danbury, Conn.	195,051	41	Atlantic City, N.J.	43,530	146	Wansau, Wis.	15,666	255
Indianapolis, Ind.	192,935	42	Ann Arbor, Mich.	43,427	148	Lufkin, Tex.	15,414	256
Hartford-New Britain-Middletown-Bristol, Conn.	188,909	43	McAllen-Edinburg-Mission, Texas.	43,135	149	Pueblo, Colo.	15,167	257
Portland, Ore.	188,569	45	Reno, Nev.	42,953	150	Decatur, Ala.	14,960	258
Louisville, Ky.	184,012	46	Total Top 150	27,279,560		Brazoria, Tex.	14,869	259
Fort Worth-Arlington, Tex.	177,076	47	Utica-Rome, N.Y.	42,594	151	Florence, S.C.	14,791	260
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	170,030	48	Huntington-Ashland, W.Va.-Ky.	42,551	152	Bremerton, Wash.	14,645	261
Columbus, Ohio	170,037	49	Salinas-Seaside-Monterey, Cal.	42,167	153	Bangor, Me.	14,513	262
Rochester, N.Y.	166,258	50	Saltinas-Seaside-Monterey, Cal.	42,099	154	Bellingham, Wash.	14,359	263
Total Top 50	19,734,830		Portsmouth-Dover-Rochester, N.H.	41,959	155	Yonkersville-Springdale, Ark.	14,349	264
Albany-Schenectady-Troy, N.Y.	151,531	51	Reading, Pa.	40,801	156	Pittsfield, Mass.	14,147	265
Salt Lake City-Ogden, Utah	147,915	52	Lafayette, La.	40,571	157	Pittsfield, Mass.	14,147	266
San Antonio, Tex.	145,239	53	Koonaka, Va.	40,112	158	Sioux City, Iowa	13,991	267
Orlando, Fla.	144,574	54	Aurora-Elgin, Ill.	39,691	159	Steubenville-Weirton, Ohio-W.Va.	13,965	268
Manahaw-Ocean, N.J.	143,977	55	Kalamazoo, Mich.	38,882	160	Jackson, Tenn.	13,881	269
New Haven-Waterbury-Meriden, Conn.	137,458	56	Lakeland-Winter Haven, Fla.	38,813	161	Rapid City, S.D.	13,784	270
Buffalo, N.Y.	137,240	57	York, Pa.	38,246	162	Redding, Cal.	13,781	271
Tulsa, Okla.	127,092	58	New London-Norwich, Conn.	37,964	163	Oceansburg, Ohio	13,691	272
Providence-Pawtucket-Woonsocket, R.I.	124,501	59	Poughkeepsie, N.Y.	37,569	164	Bryan-College Station, Tex.	13,622	273
Richmond-Petersburg, Va.	121,714	61	Anchorages, Alaska	37,483	165	Kankakee, Ill.	13,582	274
Nashville, Tenn.	121,600	62	Tallahassee, Fla.	36,434	166	Chico, Cal.	13,526	275
Raleigh-Durham, N.C.	119,567	63	Visalia-Visalia-Porterville, Cal.	36,178	167	Bismarck, N.D.	13,515	276
Dayton-Springfield, Ohio	117,160	65	Lubbock, Tex.	35,544	168	Tuscaloosa, Ala.	13,421	277
Birmingham, Ala.	107,303	66	Charleston, W.Va.	34,352	169	Kalamo, Ind.	13,255	278
Tellico, Ohio	107,303	66	Odessa, Tex.	32,931	170	Jamestown-Radioli, Wisc.	13,207	279
Fort Myers-Cape Coral, Fla.	102,450	67	Odessa, Tex.	32,447	171	Clinton, Wisc.	13,207	280
Omaha, Neb.	102,336	68	Lorain-Elyria, Ohio	32,445	172	Santa Fe, N.M.	12,904	281
Wilmington, Del.	101,510	69	Ocala, Fla.	31,991	173	Galveston-Texas City, Tex.	12,877	282
Knoxville, Tenn.	101,247	70	Fort Walton Beach, Fla.	31,790	174	Florence, Ala.	12,748	283
Sarasota, Fla.	100,703	71	Green Bay, Wisc.	30,998	175	Floral, Fla.	12,712	284
Grand Rapids, Mich.	100,703	71	Boulder-Langmont, Colo.	30,998	175	Elmira, N.Y.	12,671	285
Greenville-Spartanburg, S.C.	100,123	72	Montgomery, Ala.	30,940	176	Medford, Ore.	12,645	286
Syracuse, N.Y.	97,653	73	Ashville, N.C.	30,172	177	Provo-Orem, Utah	12,444	287
Allenstown-Bethlehem, Pa.	96,985	74	Erie, Pa.	29,869	178	Victoria, B.C.	12,393	288
Austin, Tex.	95,746	75	Springfield, Mo.	29,700	179	Grand Forks, N.D.	11,889	289
Tucson, Ariz.	91,404	76	Springfield, Ill.	29,305	180	Jamestown-Dunkirk, N.Y.	11,868	290
Worcester-Fitchburg-Leeminster, Mass.	89,941	78	Killeen-Temple, Tex.	29,103	181	St. Joseph, Mo.	11,792	291
Charleston, S.C.	87,731	79	Boston, N.Y.	28,617	182	Anderson, Ind.	11,751	292
Manchester-Nashua, N.H.	84,696	81	Portland, Me.	27,812	183	Shelbyport, Ind.	11,722	293
Springfield, Mass.	83,462	82	Duluth, Minn.	27,629	184	Elkhart, Ind.	11,507	294
Orem-Venture, Cal.	82,684	83	Jacksonville, N.C.	27,205	185	Cumberland, Md.	11,350	295
Madison, Wisc.	82,242	84	Midland, Tex.	27,072	186	Marced, Cal.	11,199	296
Scranton-Wilkes-Barre, Pa.	81,900	85	Hamilton-Middletown, Ohio	26,335	188	Ansonia, Ala.	11,153	297
Lake County, Ill.	76,612	87	Brownsville-Harlingen, Tex.	25,894	189	Las Cruces, N.M.	11,064	298
Jersey City, N.J.	76,588	88	Waco, Tex.	25,753	190	State College, Pa.	11,042	299
Honolulu, Haw.	76,588	88	Chattanooga, Va.	25,613	191	Columbia, Mo.	10,888	300
Chattanooga, Tenn.	76,588	88	Joliet, Ill.	24,993	192	Glenn Falls, N.Y.	10,831	301
New Bedford-Fall River-Athol, Mass.	75,716	89	Amoria, Tex.	24,805	193	Benning Harbor, Mich.	10,345	302
Fresno, Cal.	74,980	91	Bradenton, Fla.	24,761	194	Butte Creek, Mich.	10,251	303
Tacoma, Wash.	74,624	92	Tyler, Tex.	24,681	195	Lafayette-West Lafayette, Ind.	10,151	304
Little Rock-North Little Rock, Ark.	74,489	93	Wichita Falls, Tex.	23,924	197	Pasco, Wash.	10,143	305
El Paso, Tex.	74,235	95	Waco, Tex.	23,795	198	Sherman-Denison, Tex.	9,865	306
Gary-Hammond, Ind.	73,126	96	Bliss-Cullport, Miss.	23,674	199	Dubuque, Iowa	9,772	307
Mobile, Ala.	71,885	97	Santa Cruz, Cal.	23,658	200	Great Falls, Mont.	9,539	308
Baton Rouge, La.	71,031	98	Albany, Ga.	23,658	200	Danville, Va.	9,091	309
Albany, N.Y.	70,853	99	Total Top 200	38,882,715		Greely, Colo.	8,989	310
Albany, N.Y.	70,853	99	Burlington, Vt.	22,940	201	Pine Bluff, Ark.	8,512	311
Total Top 100	24,874,310		Eau Claire, Wisc.	22,929	202	Bloomington, Ind.	8,456	312
Lexington-Fayette, Ky.	24,874,310	101	Sioux Falls, S.D.	22,815	204	Casper, Wyo.	8,330	313
San Bernardino-Riverside, Mich.	24,874,310	101	Ulm, Ohio	22,616	205	End, Ohio	8,330	314
Youngstown-Warren, Ohio	24,874,310	101	Abilene, Tex.	22,584	206	Iowa City, Iowa	8,330	315
			Boise, Idaho	22,437	207	Cheyenne, Wyo.	7,531	316
			Longview-Marshall, Tex.	22,235	208	Lawrence, Kans.	4,477	317
			Champaign-Urbana-Rantoul, Ill.	21,643	210			
			Porterburg-Marquette, W.Va.-Ohio	21,633	211	Total Above Areas	30,721,018	
			Salem, Ore.	21,587	212	U.S. Total	86,3944	
			Cedar Rapids, Iowa	21,217	213		38,589,020	

MERCHANDISE LINE SALES

Television, VCR, and Tape Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach, Cal.	830,732	1	Colorado Springs, Colo.	22,633	104	Hamilton-Middletown, Ohio	7,467	214
New York, N.Y.	504,540	2	Modesto, Cal.	22,549	105	Decatur, Ill.	7,408	215
Chicago, Ill.	407,120	3	Akron, Ohio	22,525	106	Vancouver, Wash.	7,386	216
Washington, D.C.	337,014	4	Daytona Beach, Fla.	22,417	107	Beaver County, Pa.	7,366	217
Philadelphia, Pa.	271,194	5	Flint, Mich.	22,252	108	Yuba City, Cal.	7,232	218
Detroit, Mich.	246,271	6	New Bedford-Fall River-Arlisboro, Mass.	22,162	109	San Angelo, Tex.	7,203	219
Boston-Lawrence-Salem-Lowell-Brockton, Mass.	207,306	7	Youngstown-Warren, Ohio	21,309	110	Billings, Mont.	7,189	220
Houston, Tex.	197,024	8	Fayetteville, N.C.	21,260	111	Houma-Thibodaux, La.	7,127	221
Nassau-Suffolk, N.Y.	192,876	9	Lansing-East Lansing, Mich.	21,113	112	Galveston-Texas City, Tex.	7,031	222
San Francisco, Cal.	192,864	10	Santa Barbara-Santa Maria-Lompoc, Cal.	20,399	113	Parkersburg-Marietta, W.Va.-Ohio	6,961	223
Baltimore, Md.	164,118	11	Atlantic City, N.J.	20,238	114	Sioix City, Iowa	6,941	224
Oakland, Cal.	161,579	12	Augusta, Ga.	19,639	115	Great Falls, Mont.	6,927	225
Dallas, Tex.	159,318	13	Kalamazoo, Mich.	19,620	116	Binghamton, N.Y.	6,893	226
St. Louis, Mo.	158,936	14	Evansville, Ind.	19,613	117	Muskegon, Mich.	6,883	227
Minneapolis-St. Paul, Minn.	156,176	15	Springfield, Ill.	19,157	118	Joplin, Mo.	6,877	228
Atlanta, Ga.	154,014	16	Anchorage, Alaska	18,963	119	Radding, Cal.	6,718	229
Anaheim-Santa Ana, Cal.	152,437	17	Salinas-Seaside-Monterey, Cal.	18,913	120	Terre Haute, Ind.	6,691	230
San Diego, Cal.	151,395	18	Appleton-Oshkosh-Neenah, Wisc.	18,617	121	Jackson, Mich.	6,690	231
Sacramento, Cal.	141,273	19	Tacoma, Wash.	18,480	122	Richland-Kennecook-Pasco, Wash.	6,637	232
Newark, N.J.	141,273	20	Lexington-Fayette, Ky.	18,280	123	Burlington, Vt.	6,549	233
Riverside-San Bernardino, Cal.	128,008	21	Charleston, S.C.	17,825	124	Firestone, S.C.	6,504	234
Bergen-Passaic, N.J.	123,628	22	Macon-Worner Robins, Ga.	17,786	125	Merced, Cal.	6,474	235
Tampa-St. Petersburg-Clearwater, Fla.	123,177	23	Canton, Ohio	17,714	126	Cedar Rapids, Iowa	6,466	236
Phoenix, Ariz.	109,001	24	Peoria, Ill.	17,622	127	Brainerd, Tex.	6,379	237
Denver, Colo.	105,245	25	Bakersfield, Cal.	17,229	128	Niagara Falls, N.Y.	6,373	238
Seattle, Wash.	97,635	26	Fort Myers-Cape Coral, Fla.	17,212	129	Anderson, Ind.	6,340	239
Cleveland, Ohio	97,635	27	McAllen-Edinburg-Mission, Tex.	16,906	130	Poughkeepsie, N.Y.	6,197	240
Miami-Hialeah, Fla.	96,391	28	Pensacola, Fla.	16,830	131	Burlington, N.C.	6,173	241
San Jose, Cal.	95,938	29	Visalia-Tulare-Porterville, Cal.	16,653	132	Provo-Orem, Utah	6,141	242
Milwaukee, Wisc.	90,826	30	Ocala, Fla.	16,064	133	Elkhart-Goshen, Ind.	6,128	243
Portland, Ore.	87,492	31	Green Bay, Wisc.	15,889	134	Vineland-Millville-Bridgeton, N.J.	6,098	244
Middlesex-Somerset-Huntingdon, N.J.	86,907	32	Lakeland-Winter Haven, Fla.	15,700	135	Douhan, Ala.	6,040	245
Pittsburgh, Pa.	85,059	33	Shreveport, La.	15,503	136	Texasboro, Tex.-Ark.	6,021	246
Kansas City, Mo.-Kans.	80,118	34	Santa Rosa-Petaluma, Cal.	15,439	137	Fort Smith, Ark.	5,975	247
Norfolk-Virginia Beach-Newport News, Va.	76,429	35	Aurora-Elgin, Ill.	15,060	138	Olympia, Wash.	5,920	248
Indianapolis, Ind.	75,994	36	Brownsville-Harlingen, Tex.	14,944	139	Fargo-Moorhead, N.D.-Minn.	5,912	249
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	74,142	37	Portsmouth-Dover-Rochester, N.H.	14,943	140	Total Top 250	10,911,680	
Cincinnati, Ohio	73,577	38	Melbourne-Titusville-Palm Bay, Fla.	14,940	141	Springfield, Mo.	5,899	251
Memphis, Tenn.	72,112	39	Lawrence, Kan.	14,885	142	Owensboro, Ky.	5,803	252
Fort Worth-Arlington, Tex.	71,466	40	Reading, Pa.	14,838	143	Cumtuck, Md.	5,770	253
New Orleans, La.	70,547	41	Union-Rome, N.Y.	14,798	144	Bloomington-Normal, Ill.	5,738	254
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	70,282	42	Reno, Nev.	14,558	145	Pueblo, Colo.	5,736	255
Oklahoma City, Okla.	66,063	43	Laredo, Tex.	14,447	146	Lawton, Okla.	5,399	256
Louisville, Ky.	59,447	44	Odesia, Tex.	14,172	147	Tapeko, Kans.	5,349	257
Bridgeport-Stamford-Norwalk-Danbury, Conn.	58,944	45	Lafayette, La.	14,083	148	Fayetteville-Springdale, Ark.	5,313	258
West Palm Beach-Boca Raton-Delray Beach, Fla.	58,035	46	Total Top 150	10,000,309		Pittsfield, Mass.	5,277	259
Toledo, Ohio	57,293	47	Orange County, N.Y.	13,954	151	Chico, Cal.	5,270	260
Richmond-Petersburg, Va.	56,000	48	Vallejo-Fairfield-Napa, Cal.	13,851	152	Shenandoah, Va.	5,266	261
Greensboro-Winston-Salem-High Point, N.C.	53,738	49	Springfield, Mo.	13,785	153	Jackson, Tenn.	5,266	262
Monmouth-Ocean, N.J.	53,351	50	Santa Cruz, Cal.	13,699	154	Panama City, Fla.	5,234	263
Total Top 50	7,371,801		Fort Wayne, Ind.	13,696	155	Charlottesville, Va.	5,276	264
Madison, Wisc.	53,342	51	Gainesville, Fla.	13,490	156	Bloomington, Ind.	5,216	265
San Antonio, Tex.	53,174	52	Johnson City-Kingsport-Bristol, Tenn.	13,393	157	Greely, Colo.	5,209	266
Tulsa, Okla.	49,223	53	Lubbock, Tex.	13,390	158	Jacksonville, N.C.	5,209	267
Portland, Ore.	48,672	54	Rockford, Ill.	13,376	159	Flora, Ill.	5,131	268
Rochester, N.Y.	47,541	55	Ann Arbor, Mich.	13,349	160	Berlin Creek, Mich.	5,123	269
Omaha, Neb.	47,419	56	Montgomery, Ala.	13,342	161	Yelm, Wash.	5,123	270
Providence-Pawtucket-Woonsocket, R.I.	47,296	57	Davenport-Rock Island-Moline, Iowa-Ill.	13,219	162	Bremerton, Wash.	5,108	271
Buffalo, N.Y.	44,384	58	Midland, Tex.	13,090	163	Johnstown, Pa.	5,081	272
Nashville, Tenn.	44,320	59	Charleston, W.Va.	13,041	164	Kokomo, Ind.	5,081	273
Hartford-New Britain-Middletown-Bristol, Conn.	43,321	60	New London-Norwich, Conn.	12,957	165	Sixes Falls, S.D.	5,066	274
Dayton-Springfield, Ohio	43,010	61	Jackson, Miss.	12,916	166	St. Joseph, Mo.	5,060	275
Salt Lake City-Ogden, Utah	42,949	62	Roseville, Va.	12,800	167	Sherman-Danvers, Tex.	4,994	276
Tucson, Ariz.	39,658	63	Sarasota, Fla.	12,787	168	Rapid City, S.D.	4,961	277
Fresno, Cal.	38,842	64	Boulder-Longmont, Colo.	12,658	169	Dubuque, Iowa	4,957	278
Raleigh-Durham, N.C.	38,518	65	Fort Pierce, Fla.	12,443	170	Victoria, Tex.	4,952	279
Grand Rapids, Mich.	37,782	66	Naples, Fla.	11,964	171	Mansfield, Ohio	4,948	280
Springfield, Mass.	37,782	67	Fort Walton Beach, Fla.	11,710	172	Williamsport, Pa.	4,948	281
Manchester-Nashua, N.H.	36,424	68	Duluth, Minn.	11,693	173	Kansas, Ind.	4,923	282
Albany-Schenectady-Troy, N.Y.	36,424	69	Champaign-Urbana-Rantoul, Ill.	11,476	174	Stoughton-Warrenton, Ohio-W.Va.	4,899	283
Jacksonville, Fla.	34,380	70	Killeen-Temple, Tex.	11,180	175	Charlottesville-Hopkinsville, Tenn.-Ky.	4,851	284
Oxnard-Ventura, Cal.	34,117	71	Hutchville, Ala.	10,960	176	Jamestown-Bellevue, Wisc.	4,832	285
Las Vegas, Nev.	34,076	72	Erie, Pa.	10,887	177	Hagerstown, Md.	4,811	286
Wilmington, Del.	32,821	73	Columbus, Ga.	10,562	178	Bryan-College Station, Tex.	4,733	287
Greenville-Spartanburg, S.C.	32,756	74	Alhambra, Cal.	10,529	179	Anderson, S.C.	4,678	288
South Bend-Mishawaka, Ind.	32,187	75	Alhambra, Cal.	10,427	180	Glen Falls, N.Y.	4,674	289
Allentown-Bethlehem, Pa.	31,808	76	Alhambra, Cal.	10,413	181	Clinton, Neb.	4,658	290
Albuquerque, N.M.	30,927	77	Alhambra, Cal.	10,404	182	State College, Pa.	4,580	291
Columbus, Ohio	30,503	78	Alhambra, Cal.	10,279	183	Jamestown-Dunkirk, N.Y.	4,500	292
New Haven-Waterbury-Meriden, Conn.	30,275	79	Alhambra, Cal.	10,124	184	Santa Fe, N.M.	4,446	293
Harrisburg-Lebanon-Carlisle, Pa.	29,981	80	Alhambra, Cal.	9,739	185	Benton Harbor, Mich.	4,297	294
Austin, Tex.	29,611	81	Alhambra, Cal.	9,615	186	Tusculum, Ala.	4,290	295
Lake County, Ill.	29,481	82	Alhambra, Cal.	9,534	187	Alamogordo, N.C.	4,186	296
Scranton-Wilkes-Barre, Pa.	29,195	83	Alhambra, Cal.	9,486	188	Wilmington, N.C.	4,076	297
El Paso, Tex.	29,136	84	Alhambra, Cal.	9,353	189	Lafayette-West Lafayette, Ind.	3,972	298
Knoxville, Tenn.	28,703	85	Alhambra, Cal.	9,280	190	Kankakee, Ill.	3,926	299
Little Rock-North Little Rock, Ark.	28,512	86	Alhambra, Cal.	8,941	191	Enid, Okla.	3,838	300
Baton Rouge, La.	28,463	87	Alhambra, Cal.	8,890	192	Grand Forks, N.D.	3,699	301
Worcester-Fitchburg-Leominster, Mass.	28,463	88	Alhambra, Cal.	8,692	193	Amite, La.	3,613	302
Chattanooga, Tenn.	27,995	89	Alhambra, Cal.	8,612	194	Passaic, N.J.	3,588	303
Honolulu, Haw.	26,856	90	Alhambra, Cal.	8,602	195	Peaslee, Me.	3,450	304
Saginaw-Bay City-Midland, Mich.	26,453	91	Alhambra, Cal.	8,573	196	Albany, Ga.	3,417	305
Trouton, N.J.	26,141	92	Alhambra, Cal.	8,269	197	Elmira, N.Y.	3,371	306
Wichita, Kans.	26,124	93	Alhambra, Cal.	8,236	198	Elmira, N.Y.	3,226	307
Birmingham, Ala.	26,032	94	Alhambra, Cal.	8,124	199	Danville, Va.	3,215	308
Gary-Hammond, Ind.	25,959	95	Alhambra, Cal.	8,021	200	Wausau, Wisc.	3,040	309
Syracuse, N.Y.	25,462	96	Alhambra, Cal.	8,017	201	Shelbyville, Wisc.	2,996	310
Des Moines, Iowa	25,462	97	Alhambra, Cal.	7,950	202	Brainerd-Morrison, Mo.	2,976	311
Shakton, Cal.	24,658	98	Alhambra, Cal.	7,930	203	Chowchilla, Wyo.	2,950	312
St. Cloud, Minn.	23,852	99	Alhambra, Cal.	7,837	204	Columbia, Mo.	2,465	313
Mobile, Ala.	23,282	100	Alhambra, Cal.	7,824	205	Iowa City, Iowa	2,425	314
Total Top 100	9,093,520		Alhambra, Cal.	7,812	206	Casper, Wyo.	2,380	315
Jersey City, N.J.	23,230	101	Alhambra, Cal.	7,735	207	Las Cruces, N.M.	2,194	316
Columbia, S.C.	23,229	102	Alhambra, Cal.	7,643	208	Levelland, Kans.	1,961	317
Beaumont-Port Arthur, Tex.	22,849	103	Alhambra, Cal.	7,643	209	Total Above Areas	11,250,340	
			Alhambra, Cal.	7,642	210	Percent of U.S.	67,2366	
			Alhambra, Cal.	7,604	211	U.S. Total	13,860,468	

Audio Equipment, Musical Instrument, and Supply Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach, Cal.	1,319,406	1	Wichita, Kans.	39,439	104	San Angelo, Tex.	13,319	214
New York, N.Y.	1,068,508	2	Spokane, Wash.	39,323	105	Mansfield, Ohio	13,121	215
Chicago, Ill.	684,195	3	Mobile, Ala.	39,115	106	Lynchburg, Va.	13,117	216
Washington, D.C.	563,786	4	Des Moines, Iowa	38,576	107	Rochester, Minn.	13,045	217
Nassau-Suffolk, N.Y.	472,512	5	New Bedford-Fall River-Arlington, Mass.	38,034	108	Billings, Mont.	12,750	218
Boston-Lawrence-Salem-Lowell-Brickton, Mass.	424,038	6	Little Rock-North Little Rock, Ark.	37,771	109	Niagara Falls, N.Y.	12,629	219
Philadelphia, Pa.	383,903	7	Saginaw-Bay City-Midland, Mich.	37,551	110	Midland, Tex.	12,466	220
Detroit, Mich.	371,388	8	Augusta, Ga.	37,504	111	Memphis, Tenn.	12,435	221
Atlanta, Ga.	311,401	9	Johnson City-Kingsport-Bristol, Tenn.	36,200	112	Clarksville-Hopkinsville, Tenn.-Ky.	12,417	222
San Jose, Cal.	310,767	10	Jackson, Miss.	36,109	113	Vancouver, Wash.	12,299	223
Houston, Tex.	285,620	11	Stockton, Cal.	35,459	114	Anderson, Ind.	12,118	224
San Diego, Cal.	284,330	12	Fort Wayne, Ind.	34,332	115	Sioux Falls, S.D.	12,055	225
San Francisco, Cal.	283,380	13	Traverse, N.J.	34,242	116	East Chicago, Ind.	12,004	226
Oakland, Cal.	262,463	14	Charlottesville, Va.	33,734	117	Visalia-Tulare-Porterville, Cal.	11,983	227
Indianapolis, Ind.	262,006	15	Kalamazoo, Mich.	33,421	118	Honolulu, Hawaii	11,850	228
Dallas, Tex.	236,854	16	Longview, Tex.	33,228	119	Wilmington, N.C.	11,876	229
Minneapolis-St. Paul, Minn.	226,471	17	Youngstown-Warren, Ohio	33,152	120	Olympia, Wash.	11,815	230
Baltimore, Md.	216,909	18	El Paso, Tex.	32,782	121	Bloomington-Normal, Ill.	11,581	231
St. Louis, Mo.	211,927	19	San Rosa-Petaluma, Cal.	32,523	122	Grand Forks, N.D.	11,548	232
Anaheim-Santa Ana, Cal.	204,986	20	Atlantic City, N.J.	32,499	123	State College, Pa.	11,445	233
Santa Barbara-Santa Maria-Lompoc, Cal.	198,684	21	Fort Myers-Cape Coral, Fla.	32,489	124	Fort Smith, Ark.	11,387	234
Phoenix, Ariz.	194,172	22	McDonough-Thosville-Palos Bay, Fla.	32,411	125	Hendricks-Middlestown, Ohio	11,356	235
Seattle, Wash.	193,142	23	Revere, Mass.	32,007	126	Salt Lake, Utah	11,247	236
Albany-Hudson-St. Paul, N.Y.	191,842	24	Salinas-Seaside-Monterey, Cal.	31,792	127	Butler, Wis.	11,246	237
Bergen-Passaic, N.J.	190,248	25	Bakersfield, Cal.	31,693	128	Darlington, Ala.	11,237	238
Tampa-St. Petersburg-Clearwater, Fla.	187,493	26	Vallejo-Fairfield-Napa, Cal.	31,513	129	Elkhart-Goshen, Ind.	11,163	239
Newark, N.J.	182,897	27	Huntsville, Ala.	31,142	130	Kokomo, Ind.	10,997	240
Denver, Colo.	171,043	28	Reading, Pa.	31,055	131	Jacksonville, N.C.	10,991	241
Riverside-San Bernardino, Cal.	167,740	29	Orange County, N.Y.	29,923	132	Jamestown-Berlin, Wisc.	10,972	242
Columbus, Ohio	158,626	30	Copper Creek, Tex.	29,937	133	Banger, Minn.	10,783	243
Sacramento, Cal.	152,134	31	Evansville, Ind.	28,767	134	Pittsfield, Mass.	10,686	244
Cleveland, Ohio	150,401	32	Poughkeepsie, N.Y.	28,421	135	Tyler, Tex.	10,586	245
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	147,906	33	McAllen-Edinburg-Mission, Tex.	27,087	136	Bryan-College Station, Tex.	10,489	246
Harrisburg-Virginia Beach-Newport News, Va.	147,743	34	Flint, Mich.	27,707	137	Leavenworth, Kan.	10,470	247
Pittsburgh, Pa.	142,432	35	Portsmouth-Dover-Rochester, N.H.	27,308	138	Great Falls, Mont.	10,460	248
Kansas City, Mo.-Kansas, Mo.	131,516	36	Davenport-Rock Island-Moline, Iowa-Ill.	27,430	139	Bozeman, Mont.	10,454	249
Cincinnati, Ohio	131,058	37	Madison, Wis.	27,211	140	Texasboro, Tex.-Ark.	10,434	250
Albany-Schenectady-Troy, N.Y.	130,743	38	Waco, Tex.	27,049	141	Total Top 250	19,987,173	251
Hartford-New Britain-Middletown-Bristol, Conn.	126,593	39	Altoona-Warner Robins, Ga.	26,853	142	Lafayette-West Lafayette, Ind.	10,449	252
Albuquerque, N.M.	126,331	40	South Bend-Mishawaka, Ind.	26,802	143	Albany, Ga.	10,427	253
Portland, Ore.	124,946	41	Sarasota, Fla.	26,702	144	Indianapolis, Ind.	10,368	254
Toronto, Ont., Canada	124,150	42	Binghamton, N.Y.	26,144	145	Hopkinton, Mass.	10,293	255
Albany-Schenectady-Troy, N.Y.	119,333	43	Shreveport, La.	26,067	146	Reading, Cal.	10,082	256
Charlottesville, Va.	119,282	44	Daytona Beach, Fla.	25,748	147	Waterloo-Cedar Falls, Iowa	10,001	257
Albany-Schenectady-Troy, N.Y.	110,303	45	Daytona Beach, Fla.	25,636	148	Portsmouth-Roseville, W.Va.-Ohio	9,882	258
Fort Worth-Arlington, Tex.	109,549	46	Lawrence, Kan.	25,333	149	Bismarck, N.D.	9,872	259
New Haven-Hartford-Meriden, Conn.	107,147	47	Total Top 150	17,610,782	150	Albany, Ga.	9,806	260
Rochester, N.Y.	107,147	48	Lawrence, Kan.	25,227	151	Groveland-Texas City, Tex.	9,783	261
Total Top 50	12,786,883	50	Tallahassee, Fla.	25,078	152	Anderson, S.C.	9,769	262
Chickadee City, Ohio	100,704	51	Charleston, W.Va.	24,799	153	Sioux City, Iowa	9,742	263
Humphreys, Tenn.	100,057	52	Lafayette, La.	24,763	154	Jackson, Tenn.	9,704	264
Orlando, Fla.	95,990	53	Albany, Ga.	24,643	155	Albany, Ga.	9,697	265
Raleigh-Durham, N.C.	95,537	54	Columbus, Ga.	24,609	156	Tuscaloosa, Ala.	9,341	266
San Antonio, Tex.	95,447	55	Jersey City, N.J.	24,594	157	Wilmington, Pa.	9,222	267
Salt Lake City-Ogden, Utah	92,425	56	Boston-Port Arthur, Tex.	24,393	158	Brazoria, Tex.	9,036	268
Greensboro-Winston-Salem-High Point, N.C.	87,148	57	Aurora-Elgin, Ill.	24,239	159	Steele, Colo.	9,031	269
Indianapolis-Muncie-Normal-Goshen, Ind.	83,337	58	Anchorage, Alaska	23,979	160	Stoughton-Worcester, Ohio-W.Va.	8,970	270
London, Ky.	79,775	59	Springfield, Ill.	23,883	161	Beaufort, Wash.	8,870	271
Richmond-Petersburg, Va.	78,441	60	Peoria, Ill.	23,743	162	Madison, Wis.	8,859	272
Greensboro-Spartanburg, S.C.	77,273	61	Rockford, Ill.	23,743	163	Florence, S.C.	8,832	273
Memphis-Oakland, N.J.	75,448	62	Champaign-Urbana, Ill.	23,233	164	Yakima, Wash.	8,800	274
Washington, D.C.	72,911	63	Portland, Me.	22,540	165	Burlington, N.C.	8,777	275
Buffalo, N.Y.	70,817	64	Lakeland-Winter Haven, Fla.	22,197	166	Marion, Cal.	8,773	276
West Palm Beach-Boca Raton-Delray Beach, Fla.	70,090	65	Gilbert-Tempe, Ariz.	21,961	167	Albany, N.Y.	8,746	277
Providence-Pawtucket-Woonsocket, R.I.	69,677	66	Waco, Tex.	21,818	168	Elmira, N.Y.	8,651	278
Knoxville, Tenn.	68,111	67	Springfield, Mo.	21,102	169	Olden Falls, N.Y.	8,583	279
St. Cloud, Minn.	65,743	68	Evansville-Springfield, Ind.	21,068	170	Rapid City, S.D.	8,556	280
Syracuse, N.Y.	65,776	69	San Antonio-San Marcos, Tex.	21,039	171	Santa Fe, N.M.	8,518	281
Wilmington, Del.	64,456	70	Greenville, Fla.	20,619	172	Duluth, Minn.	8,508	282
Dayton-Springfield, Ohio	63,118	71	Green Bay, Wisc.	20,407	173	Fayetteville-Springdale, Ark.	8,456	283
Austin, Tex.	62,086	72	Bradenton, Fla.	20,251	174	Florence, Ala.	8,435	284
Grand Rapids, Mich.	61,886	73	Fort Pierce, Fla.	20,069	175	Cheyenne, Wyo.	8,377	285
Tulsa, Okla.	59,758	74	Panama, Fla.	19,972	176	Alamogordo, N.M.	8,299	286
Albany, N.Y.	59,343	75	Albany, N.Y.	19,114	177	Alamogordo, N.M.	8,244	287
Portland, Me.	58,641	76	San Antonio-San Marcos, Tex.	18,911	178	Alamogordo, N.M.	8,244	288
San Jose, Cal.	58,643	77	Duluth, Minn.	18,820	179	Alamogordo, N.M.	8,244	289
Honolulu, Hawaii	58,229	78	Urbain, Mich.	18,764	180	Alamogordo, N.M.	8,244	290
Omaha, Neb.	57,465	79	Provo-Orem, Utah	18,694	181	Alamogordo, N.M.	8,244	291
Charleston, S.C.	57,030	80	Lubbock, Tex.	18,512	182	Alamogordo, N.M.	8,244	292
Chandler-Veneta, Cal.	56,618	81	Rye, Pa.	18,046	183	Alamogordo, N.M.	8,244	293
Baton Rouge, La.	56,293	82	Montreal, Que., Canada	17,967	184	Alamogordo, N.M.	8,244	294
Albany-Schenectady-Troy, N.Y.	55,371	83	Albany, N.Y.	17,736	185	Alamogordo, N.M.	8,244	295
Tucson, Ariz.	55,161	84	Fort Worth-Ft. Worth, Tex.	17,627	186	Alamogordo, N.M.	8,244	296
Jacksonville, Fla.	54,448	85	Santa Cruz, Cal.	17,416	187	Alamogordo, N.M.	8,244	297
Fayetteville, N.C.	54,227	86	Lincoln, Neb.	17,166	188	Alamogordo, N.M.	8,244	298
Lansing-East Lansing, Mich.	46,342	87	Union, N.Y.	17,138	189	Alamogordo, N.M.	8,244	299
Lehigh Valley, Pa.	47,725	88	Albany, N.Y.	17,131	190	Alamogordo, N.M.	8,244	300
Ann Arbor, Mich.	45,661	89	Albany, N.Y.	16,841	191	Alamogordo, N.M.	8,244	301
Huntington-Spartanburg, W.Va.-Ky.	45,023	90	Albany, N.Y.	16,583	192	Alamogordo, N.M.	8,244	302
Columbia, S.C.	44,761	91	Albany, N.Y.	16,392	193	Alamogordo, N.M.	8,244	303
Colorado Springs, Colo.	44,761	92	Albany, N.Y.	16,292	194	Alamogordo, N.M.	8,244	304
Albany, N.Y.	44,339	93	Albany, N.Y.	16,281	195	Alamogordo, N.M.	8,244	305
Worcester-Fitchburg-Lowell, Mass.	43,215	94	Albany, N.Y.	16,184	196	Alamogordo, N.M.	8,244	306
Albany-Schenectady-Troy, N.Y.	43,215	95	Albany, N.Y.	15,944	197	Alamogordo, N.M.	8,244	307
Huntington-Spartanburg, W.Va.-Ky.	43,215	96	Albany, N.Y.	15,944	198	Alamogordo, N.M.	8,244	308
Columbia, S.C.	43,215	97	Albany, N.Y.	15,944	199	Alamogordo, N.M.	8,244	309
Colorado Springs, Colo.	43,215	98	Albany, N.Y.	15,944	200	Alamogordo, N.M.	8,244	310
Albany, N.Y.	43,215	99	Albany, N.Y.	15,944	201	Alamogordo, N.M.	8,244	311
Albany-Schenectady-Troy, N.Y.	43,215	100	Albany, N.Y.	15,944	202	Alamogordo, N.M.	8,244	312
Albany-Schenectady-Troy, N.Y.	43,215	101	Albany, N.Y.	15,944	203	Alamogordo, N.M.	8,244	313
Albany-Schenectady-Troy, N.Y.	43,215	102	Albany, N.Y.	15,944	204	Alamogordo, N.M.	8,244	314
Albany-Schenectady-Troy, N.Y.	43,215	103	Albany, N.Y.	15,944	205	Alamogordo, N.M.	8,244	315
Albany-Schenectady-Troy, N.Y.	43,215	104	Albany, N.Y.	15,944	206	Alamogordo, N.M.	8,244	316
Albany-Schenectady-Troy, N.Y.	43,215	105	Albany, N.Y.	15,944	207	Alamogordo, N.M.	8,244	317
Albany-Schenectady-Troy, N.Y.	43,215	106	Albany, N.Y.	15,944	208	Alamogordo, N.M.	8,244	318
Albany-Schenectady-Troy, N.Y.	43,215	107	Albany, N.Y.	15,944	209	Alamogordo, N.M.	8,244	319
Albany-Schenectady-Troy, N.Y.	43,215	108	Albany, N.Y.	15,944	210	Alamogordo, N.M.	8,244	320
Albany-Schenectady-Troy, N.Y.	43,215	109	Albany, N.Y.	15,944	211	Alamogordo, N.M.	8,244	321
Albany-Schenectady-Troy, N.Y.	43,215	110	Albany, N.Y.	15,944	212	Alamogordo, N.M.	8,244	322
Albany-Schenectady-Troy, N.Y.	43,215	111	Albany, N.Y.	15,944	213	Alamogordo, N.M.	8,244	323
Albany-Schenectady-Troy, N.Y.	43,215	112	Albany, N.Y.	15,944	214	Alamogordo, N.M.	8,244	324
Albany-Schenectady-Troy, N.Y.	43,215	113	Albany, N.Y.	15,944	215	Alamogordo, N.M.	8,244	325
Albany-Schenectady-Troy, N.Y.	43,215	114	Albany, N.Y.	15,944	216	Alamogordo, N.M.	8,244	326
Albany-Schenectady-Troy, N.Y.	43,215	115	Albany, N.Y.	15,944	217	Alamogordo, N.M.	8,244	327
Albany-Schenectady-Troy, N.Y.	43,215	116	Albany, N.Y.	15,944	218	Alamogordo, N.M.	8,244	328
Albany-Schenectady-Troy, N.Y.	43,215	117	Albany, N.Y.	15,944	219	Alamogordo, N.M.	8,244	329
Albany-Schenectady-Troy, N.Y.	43,215	118	Albany, N.Y.	15,944	220	Alamogordo, N.M.	8,244	330
Albany-Schenectady-Troy, N.Y.	43,215	119	Albany, N.Y.	15,944	221	Alamogordo, N.M.	8,244	331
Albany-Schenectady-Troy, N.Y.	43,215	120	Albany, N.Y.	15,944	222	Alamogordo, N.M.	8,244	332
Albany-Schenectady-Troy, N.Y.	43,215	121	Albany, N.Y.	15,944	223	Alamogordo, N.M.	8,244	333
Albany-Schenectady-Troy, N.Y.	43,215	122	Albany, N.Y.	15,944	224	Alamogordo, N.M.	8,244	334
Albany-Schenectady-Troy, N.Y.	43,215	123	Albany, N.Y.	15,944	225	Alamogordo, N.M.	8,244	335
Albany-Schenectady-Troy, N.Y.	43,215	124	Albany, N.Y.	15,944	226	Alamogordo, N.M.	8,244	336
Albany-Schenectady-Troy, N.Y.	43,215	125	Albany, N.Y.	15,944	227	Alamogordo, N.M.	8,244	337
Albany-Schenectady-Troy, N.Y.	43,215	126	Albany, N.Y.	15,944	228	Alamogordo, N.M.	8,244	338
Albany-Schenectady-Troy, N.Y.	43,215	127	Albany, N.Y.	15,944	229	Alamogordo, N.M.	8,244	339
Albany-Schenectady-Troy, N.Y.	43,215	128	Albany, N.Y.	15,944	230	Alamogordo, N.M.	8,244	340
Albany-Schenectady-Troy, N.Y.								

Home Computer and Calculator Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach, Cal.	258,359	1	Salt Lake City-Ogden, Utah	24,989	41	Green Bay, Wis.	2,386	214
New York, N.Y.	183,252	2	San Antonio, Tex.	22,021	47	Appleton-Oshkosh-Neenah, Wis.	2,369	213
Chicago, Ill.	156,960	3	San Antonio, Tex.	22,021	47	Hamilton-Middletown, Ohio	2,357	212
Washington, D.C.	156,800	4	San Antonio, Tex.	22,021	47	Tyler, Tex.	2,354	211
Atlanta, Ga.	92,800	5	San Antonio, Tex.	22,021	47	Banger, Tex.	2,346	210
Philadelphia, Pa.	90,399	6	San Antonio, Tex.	22,021	47	Wichita Falls, Tex.	2,338	209
Norwalk-Suffolk, N.Y.	85,750	7	San Antonio, Tex.	22,021	47	Bloomington, Ind.	2,319	220
Detroit, Mich.	80,890	8	San Antonio, Tex.	22,021	47	Fargo-Moorhead, N.D.-Minn.	2,305	221
Boston-Lynn	76,633	9	San Antonio, Tex.	22,021	47	Panama City, Fla.	2,297	222
San Jose, Cal.	69,663	10	San Antonio, Tex.	22,021	47	Rochester, Minn.	2,281	223
Albany-Helena, Fla.	69,623	11	San Antonio, Tex.	22,021	47	Texasville, Tex.-Ark.	2,268	223
San Diego, Cal.	65,409	12	San Antonio, Tex.	22,021	47	East Claire, Wis.	2,234	226
Minneapolis-St. Paul, Minn.	64,082	13	San Antonio, Tex.	22,021	47	St. Cloud, Minn.	2,228	227
Houston, Tex.	62,511	14	San Antonio, Tex.	22,021	47	St. Cloud, Minn.	2,216	228
San Francisco, Cal.	61,410	15	San Antonio, Tex.	22,021	47	Abilene, Tex.	2,206	229
Phoenix, Ariz.	58,935	16	San Antonio, Tex.	22,021	47	Bryan-College Station, Tex.	2,193	230
Dallas, Tex.	55,473	17	San Antonio, Tex.	22,021	47	Clarksville-Hopkinsville, Tenn.-Ky.	2,194	231
Oakland, Cal.	54,969	18	San Antonio, Tex.	22,021	47	Topeka, Kans.	2,158	232
Baltimore, Md.	50,566	19	San Antonio, Tex.	22,021	47	Hagerstown, Md.	2,140	233
Tampa-St. Petersburg-Clearwater, Fla.	49,690	20	San Antonio, Tex.	22,021	47	Sioux City, Iowa	2,140	234
Bergen-Passaic, N.J.	47,702	21	San Antonio, Tex.	22,021	47	Asheville, N.C.	2,106	235
Newark, N.J.	43,483	22	San Antonio, Tex.	22,021	47	Lowell, Mass.	2,078	236
Fort Lauderdale-Hollywood-Pompano Beach, Fla.	40,932	23	San Antonio, Tex.	22,021	47	St. Cloud, Minn.	2,049	237
Pittsburgh, Pa.	40,061	24	San Antonio, Tex.	22,021	47	Killeen-Temple, Tex.	2,034	238
Portland, Ore.	37,502	25	San Antonio, Tex.	22,021	47	Johnstown, Pa.	2,023	239
Hartford-New Britain-Middleton-Bristol, Conn.	36,969	26	San Antonio, Tex.	22,021	47	Houma-Thibodaux, La.	2,019	240
St. Louis, Mo.	36,472	27	San Antonio, Tex.	22,021	47	Anchorage, Alaska	2,004	241
Norfolk-Virginia Beach-Newport News, Va.	36,074	28	San Antonio, Tex.	22,021	47	Muncie, Ind.	2,004	241
Middlesex-Somerset-Hants, N.J.	35,136	29	San Antonio, Tex.	22,021	47	Racine, Wis.	1,986	244
Riverside-San Bernardino, Cal.	32,823	30	San Antonio, Tex.	22,021	47	Higginville, N.Y.	1,985	245
Columbus, Ohio	32,642	31	San Antonio, Tex.	22,021	47	Albany, Ga.	1,980	246
Denver, Colo.	32,645	32	San Antonio, Tex.	22,021	47	Grand Forks, N.D.	1,938	247
Albuquerque, N.M.	32,592	33	San Antonio, Tex.	22,021	47	Dubuque, Iowa	1,923	248
Seattle, Wash.	32,582	34	San Antonio, Tex.	22,021	47	Janesville-Beloit, Wis.	1,913	249
Austin-San Antonio, Tex.	32,067	35	San Antonio, Tex.	22,021	47	Fort Smith, Ark.	1,894	250
Cleveland, Ohio	31,749	36	San Antonio, Tex.	22,021	47	Total Top 250	4,916,466	
Kansas City, Mo.-Kans.	30,297	37	San Antonio, Tex.	22,021	47	Manassas, Va.	1,886	251
Oklahoma City, Okla.	29,500	38	San Antonio, Tex.	22,021	47	Reading, Mass.	1,882	252
Indianapolis, Ind.	29,345	39	San Antonio, Tex.	22,021	47	Elkhart-Goshen, Ind.	1,853	253
Fort Worth-Arlington, Tex.	28,381	40	San Antonio, Tex.	22,021	47	Anderson, S.C.	1,836	254
Salt Lake City-Ogden, Utah	24,989	41	San Antonio, Tex.	22,021	47	Gaithersburg-Tenney, Tex.	1,835	255
Bridgeport-Standard-Norwalk-Danbury, Conn.	22,791	42	San Antonio, Tex.	22,021	47	Mercer, Cal.	1,823	256
Cummins, Neb.	22,670	43	San Antonio, Tex.	22,021	47	Elmira, N.Y.	1,822	257
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Owensboro, Ky.	1,789	258
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Vicksburg-Millville-Brignton, N.J.	1,771	259
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Jacksonville, N.C.	1,741	260
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Durham, Ala.	1,734	261
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Burlington, N.C.	1,724	262
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Richland-Kanawha-Passa, Wash.	1,689	263
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Bremerton, Wash.	1,684	264
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Yakima, Wash.	1,674	265
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Jackson, Mich.	1,671	266
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Pueblo, Colo.	1,662	267
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Chattanooga, Tenn.	1,652	268
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Wilmington, N.C.	1,639	270
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Fluence, S.C.	1,639	270
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Alfred, Ohio	1,637	272
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Yuba City, Cal.	1,635	273
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Umo, Ohio	1,622	274
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Casper, Wyo.	1,616	275
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Barnes, Mo.	1,592	277
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Blount-Gallatin, Miss.	1,575	278
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Monroe, La.	1,565	279
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Muskogee, Mich.	1,563	280
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Kokomo, Ind.	1,531	281
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Jackson, Tenn.	1,505	281
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Blount, N.D.	1,488	282
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Waco, Tex.	1,483	283
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Cambridge, Md.	1,476	284
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Decatur, Ala.	1,470	285
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Lawton, Okla.	1,467	286
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Billings, Mont.	1,434	287
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Sharon, Pa.	1,426	288
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Bottle Creek, Mich.	1,418	289
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Tuscaloosa, Ala.	1,411	290
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Great Falls, Mont.	1,359	292
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Quincy, Ill.	1,337	293
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Alamogordo, La.	1,337	293
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Brazoria, Tex.	1,348	294
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Kankakee, Ill.	1,334	295
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	St. Joseph, Mo.	1,287	296
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Stoughtonville-Warrenton, Ohio-W.Va.	1,281	296
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Anniston, Ala.	1,251	299
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Lawrence, Kan.	1,246	300
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Lynchburg, Va.	1,240	300
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Lawton-Oakland, N.Y.	1,234	301
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	San Jose, N.M.	1,214	303
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Bellingham, Wash.	1,204	304
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Joplin, Mo.	1,192	306
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Kanawha, W.Va.	1,190	307
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Shelbyville, Wis.	1,179	308
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Victoria, Tex.	1,114	309
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Fayetteville-Springdale, Ark.	1,075	310
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Columbia, Mo.	1,067	311
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Greenville, Colo.	1,029	312
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Glens Falls, N.Y.	993	313
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Benton Harbor, Mich.	895	314
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	San Jose, N.M.	889	315
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Pine Bluff, Ark.	869	316
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Pasadena, Miss.	793	317
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Sherman-Danvers, Tex.	768	318
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Enid, Okla.	697	319
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Total Above Areas	4,118,180	
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	Percent of U.S.	93.35	
San Antonio, Tex.	22,670	43	San Antonio, Tex.	22,021	47	U.S. Total	4,412,614	

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DECEMBER 1989

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THREE DOLLARS

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24 THE BEST SOURCE OF COMPETITIVE INTELLIGENCE

The sales force can be your most productive intelligence-gathering tool. It certainly should be your most important.

30 "PROSPECTS LOOK SOMETHING LIKE PEOPLE"

In their innocence, kids cut through to the heart of things—and that's certainly true of what they have to say about selling and advertising.

40 "WHERE I TAKE CUSTOMERS UP NORTH"

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57 DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

Sales & Marketing Management's fifth annual survey of available computer software options, indexed by function and vendor.

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EDITOR'S SIDE POCKET

FINAL INNINGS



Last issue of the decade. As if joined in some primal lockstep, editorialists feel compelled to look ahead, to talk in terms of turning points, critical masses, watersheds. Not me? You bet, me. Point of departure for today's lesson: the comment by a business futurist that now we have only 3% of the information that will be available to us in 20 years.

For him this was great news. For me just the opposite—a chilling prospect. Everybody seems to think that more information (like more education) will solve all our problems. But, dammit, we have too much information already. Forget about computer data banks for the moment. Just think about magazines. How many do you read? How many would you like to read? How many will you never have time for? In a sense, I'm a professional reader, yet there's a

three-foot pile of magazines in my office. Like a faithful composter, I turn it over now and then, and skim tables of contents at least, but the pile never gets any smaller. I've come to accept this as a condition of my working life.

Some years ago, a group of us made a comprehensive proposal for a new magazine to the CEO of a billion-dollar corporation. He waved aside the inch-thick book containing the editorial rationale, advertising projections, financial pro formas, etc. "I never read anything longer than two pages," he said. Back then I attributed his remark to executive arrogance. Now I understand better. The poor guy was so overwhelmed by paper that he couldn't manage more than two pages at a shot. This is why many top-level executives—at least before economic forces skeletonized headquarters staffs—had "professional readers" prepare Executive Summaries for them.

Now they're talking about hi-tech solutions for this problem of information overload. One was mentioned recently in a newsletter called *Executive Trend Watch*. (This publication charts the sheer quantity of coverage the national media give various topical subjects.) Said *ETW*: "Not since Gutenberg printed with movable type has any innovation in publishing so fundamentally threatened the way people work with information [as] . . . computerized documentation." Nothing like a bit of understatement to get your attention, eh?

In explaining this concept, *ETW* says, "Already one adaptation threatens to dwarf all others—a 'thinking' computer that guides the reader to consumer material according to his interest rather than the way the author presents it."

The newsletter concedes that a few things will be lost by the process—"literary values, creativity, nuances, other people's ideas, to name a few."

If all you want is acres of information, then indeed such "literary" elements are marginal. But there's something that cuts deeper here: the misapprehension that we are yawning maws with a never-ending appetite for information and an infinite capacity to digest it. I think people are closer to crying "Too much already" than "More, more."

Do such curmudgeonly thoughts qualify me for the Flat Earth Society? Actually, those guys may have something. Think of how much stuff they *don't* have to read to keep their perspective.

Daryl

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ABP



DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's sixth annual directory lists in sequence: (1) vendor's name; (2) title of software package; (3) explanation of functions; (4) required memory; (5) price; (6) necessary computer models/operating systems; (7) network compatibility; (8) availability/cost of demo disk; (9) number of units sold/age of package; (10) accessibility/cost of in-person training; (11) availability/cost of telephone assistance program.

Once you've chosen the software packages that fit your company's needs, you can find out how to buy or test them by checking the Vendor Directory (see page 86). In your selection process, consider the following:

First, when you call the vendor, ask for demo disks or

evaluation copies, which will show how the software works and often allow you to enter your own data.

Second, ask for the names of at least three customers, preferably those in sales or marketing. By talking to them, you will get a better idea of the software's overall performance.

(Note: The descriptive information contained here is provided by the vendors; therefore *Sales & Marketing Management* has no way of guaranteeing the accuracy of this information.)

Researched by Thayer Taylor, Bristol Voss, and Barbara Guthrie.

VENDOR	PACKAGE	DESCRIPTION	REQ. MEM.	PRICE	HARDWARE/SYS.	NETWK.	UNITS/S	#/AGE	TRAIN.	PROGN.
ACCOUNT MANAGEMENT										
Automated Micro	Norma AIM: Account Information Manager†	For account-oriented salespeople; tickler, notecards, report writing, labels, letter merge, auto-dial.	512K	\$159	IBM PC and comp.; DOS 2.0 +	No	Yes/\$15	New	No	Yes/free
Brock Control Systems	Brock Activity Manager Series (BAM)†	Integrated system supports telemarketing, customer support/analysis, sales and marketing; customized individual applications.	2MB	\$6,300	AT&T, NCR Tower, IBM PC-RT, Compaq 386	All major	No	300 + / 4 years	Yes/on-site, fees	Yes/free, unlimited
Caddylok Systems	Make Contact	Electronic master file for client tracking; mailings, labels, auto-dial, reports, form letters.	512K	\$59.95	IBM PC and comp.; DOS 2.0 +	No	No	1,000/ 2 years	No/tutorial	Yes/free, unlimited
Caddylok Systems	Sales Magic†	Controls, plans, organizes sales activities; tracks prospects and customers; monitors contracts, sales records; reports.	320K	\$99.95	IBM PC and comp.; DOS 2.0 +	No	No	2,000-3,000/ 2 years	No/tutorial	Yes/free, unlimited
Champaigne Systems	PC Dossiers†	Tracks, sorts, and profiles clients; mass mailings; follow-up calls.	128K	\$245	IBM PC and comp.; DOS 2.2 +	No	No/guarantee	2,500/ 3.5 years	Yes/on-site, fees	Yes/free, unlimited
Chang Laboratories	C-A-T III	Relational database for business contacts; tracks clients, activities, time; word processor; automated letters and forms.	512K (hard disk)	\$399.95	Mac, MOS	All MAC comp.	Yes/\$15	15,000/ 2 years	Yes/on-site fees	Yes/90 days free, \$75/year
Computer Strategies	Organizing for Successful Selling	For individual salespeople to organize all client and account data.	128K	\$49.95	IBM PC and comp.; MS DOS	No	No	500 + / 3-5 years	No/manual	Yes/free, unlimited
DAC Software	Lucid 3-D†	3-D spreadsheet with graphics for account managers.	256K	\$99.95	IBM PC and comp.; DOS 2.0 +	No	No	30,000/ 1 year	No	Yes/contract
Datunetics	dataTRAC†	Relational database for direct mail, telemarketing, lead tracking, account management.	512K (hard disk)	\$3,495-\$15,995	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	30 + / 2 years	Yes/on-site, fees	Yes/6 months free
EMIS Software	EMIS †	Sales and marketing software for account and prospect management; letters, sales reports, envelopes, mail merge.	512K (hard disk)	\$695 & up	IBM PC and comp.; DOS 3.1 +	Novell, 3Com, PCNet, Banyan	Yes/free; evaluation/\$50	1,250 + / 2 years	Yes/on-site, fees	Yes/contract
Esprit Software Technology	SELLSTAR!-AT†	Sales productivity using artificial intelligence; account territory management and strategy.	640K	\$495	IBM PC and comp.; DOS 2.1 +	No	Yes/free	100 + / 2 years	No	Yes/90 days free
Information Managers	Contact and Facts Address Book	Keeps track of people, addresses, notes; electronic Rolodex.	512K	\$39.95	IBM PC and comp.; DOS 2.1 +	No	Yes/free	400 + / 3 years	No	Yes/free, unlimited
JEB Systems	Marketing Management System/Plus†	Marketing and sales automation, direct marketing, lead tracking, telemarketing, lead analysis, sales forecasting, sales analysis.	256K	\$995-\$15,000	Digital PC-, MS DOS	All major	No/dial-in	1,300/ 9 years	Yes/on-site, fee	Yes/maintenance agreement
Laptop Express	Quota Maker†	Sales prospecting and marketing system; tickler, labels, Rolodex, Word Perfect.	512K	\$495	IBM PC and comp.; DOS 2.0 +	No	Yes/free	375/ 6 years	Yes/off-site, fee	Yes/free, unlimited
Lowell Corp.	Prosell†	Automated time/account management.	640K	\$795	IBM PC and comp.; laptops; MS DOS 3.0 +	Banyan, Novell, 3Com	Yes/free	30/1 year	Yes/on-site, fees	Yes/contract

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN.	PRICE	HARDWARE/ITS	NETWK.	SERVO/S #/YR	YEARS	PHONE	
Management Software	PC Briefcase Client & Business Activity Manager	Maintains thousands of client information records; to-do lists, calendar, auto-dialer, tickler file, mailing lists, quota tracking; T&E system.	256K	\$55	IBM PC and comp.; MS DOS	All major	Yes/\$20	550/1 year	No/ manual	Yes/free, unlimited
Management Software	PC Briefcase Executive Reports	Analyzes information and prepares comparative reports on clients.	256K	\$295	IBM PC and comp.; MS DOS	All major	No	75-90/1 year	No	Yes/free, unlimited
Management Software	PC Briefcase Marketing Assistant	Maintains product and service descriptions, creates quotes, pricing plans, graphic presentations; seven geographic maps.	256K	\$55	IBM PC and comp.; MS DOS	All major	Yes/\$20	400+/1 year	No	Yes/free, unlimited
Management Software	PC Briefcase Reference Source	Database of corporate and federal addresses, phone numbers; U.S. geographic and demographic data by state, zip, area codes; data sorts, labels, calculator.	256K	\$55	IBM PC and comp.; MS DOS	All major	Yes/free	425/1 year	No	Yes/free, unlimited
MarketWare	SNIPER	Sales tool targets competitors and desired accounts in high dollar value selling situations.	640K	\$8,000 & up	IBM PC and comp.	All major	No	New	Yes/on-site, fees	Yes/free, unlimited
Odesta Corp.	Double Helix†	Relational database to create customized applications including inquiry/order, list/account management, time & billing, lead tracking, sales management.	1MB	\$595	Mac +, SE, II	No	Yes/\$10	50,000+/5 years	Yes/on-off-site	Yes/free, unlimited
Pearl Communications	PCI Sales Management System†	Customer tracking/support, quote generation, forecasting.	256K	\$695-\$1,295	IBM PC and comp.; MS DOS 2.0 +	Novell	Yes/free	8+/4 years	Yes/on-site, fee; off-site, free	Yes/90 days free
Remote Control	Bridgit	Complete sales organization support, telemarketing, order entry, accounting.	640K	\$265-\$650	IBM PC and comp.; PC DOS 3.3 +	Novell, 3Com, IBM Token Ring	Yes/\$29	New	Yes/to dealers, free	Yes/6 months free, then contract
Richmond Software	The Maximizer Contact Management Software†	Organize/manage unlimited number of clients/prospects; complete recordkeeping.	640K (hard disk)	\$195-\$495	IBM PC and comp., laptops; MS-, PC DOS 3.0	LAN	Yes/\$12	10,000+/2 years	No	Yes/free, unlimited
Sage Worldwide	occuSPACE Key Account Manager†	Organizes field sales information; customer/product/history data.	684K	\$8,471 & down	IBM PC and comp.; DOS	No	Yes/free	New	Yes/on-site fees	Yes/contract
Sales & Marketing Systems	SalesCTRL 2†	Integrated package: prospect database with territory account/sales force/promotion analysis, remote transmission of account updates, letter writer.	512K (hard disk)	\$695-2,795	IBM PC-AT, XT and comp.; DOS 2.1 +	Novell, 3Com	Yes/\$13	1,500/4 years	Yes/on-site, fees	Yes/90 days free, then contract
SalesFacs	SalesFacs Prospector/Quote Log/ Personal Selling	Account/contact management, lead tracking, potential analysis, quotation tracking, direct mail, personal correspondence.	640K	\$950 & up	IBM PC, laptops and comp.; PC-, MS DOS	All major	Yes/\$25	85/2 years	Yes/on-site, phone fees	Yes/180 days free
Saratoga Systems	Sales Productivity System†	Customized account/sales information system with unique displays.	640K	\$1,250 & up;	MS DOS 1.5 +	LAN	Yes/free	100+/2 years	Yes/on-site, fees	Yes/contract
Scherrer Resources	Sales Ally†	Customer/prospect tracking system, database management, word processing, auto-dial, telemarketing, account management, order entry.	256K	\$395	IBM PC and comp.; MS DOS 2.0 +	Novell	Yes/\$10	5,000+/3 years	Yes/on-off-site, fees	Yes/free, unlimited
Scott Computing Systems	Scott Customer Manager†	Account data management, lead/prospect tracking, call reporting, contact records, user-defined customer profiles.	640K	\$995	IBM PC, PS/2 and comp.; MS-, PC DOS 3.0 +	No	No	500+/9 years	No/ manual	Yes/30 days free
SimpliSoft Products	Client Manager†	Organizes business/personal contacts, prints follow-up reports/labels/index cards, searches all files for first/last name.	256K	\$69.95	IBM PC and comp.; DOS 2.1 +	All major	No	300/1 year	Yes/on-off-site, fees	Yes/free, unlimited
SNAP Software	SNAP†	Direct marketing, lead tracking, telemarketing, account/sales management, forecasting.	512K	\$2,000/ user	IBM PC and comp.; MS DOS	All major	Yes/free	800/5 years	Yes/on-off-site fees	Yes/contract
Softek Design	A4†	Integrated, customizable programs: accounting, sales tracking, account/prospect/client/vendor history, word processing, graphing, spreadsheet, labels, etc.	1200K (hard disk)	\$2,000-\$10,000	Mac +, SE, II, laptops; MOS	AppleShare, PSN, Tops, Novell	Yes/\$30	105/1 year	Yes/on-site, fee; HQ, free	Yes/14 months free
System Vision Corp.	Sales Vision Field Sales†	Field sales account management system, keeps contact logs, calendar, makes reports.	640K (hard disk)	\$295	IBM PC and comp.; DOS	No	Yes/free	1,000/5 years	Yes/on-site, fee	Yes/30 days free
Target Microsystems	RIFLESHOT†	Account management, call scheduling, database marketing, direct/bulk mail, telemarketing, forecasting, call reports.	640K (hard disk)	\$495-\$1,995	IBM PC-XT and comp.; DOS 2.0 +	Novell	Yes/free	20+/1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
ADVERTISING										
Argonaut Systems	Advertising Response Manager†	Tracks responses per advertisement, cost of inquiries; database, labels, reports.	512K	\$25	IBM PC and comp.; MS DOS	No	Yes/\$5	New	No	Yes/free, unlimited
CGA	CAPRA PLUS	Provides competitive statistics on computer companies for use in media planning, message analysis, product positioning.	1MB (hard drive)	\$3,500 & up	IBM PC and comp.; DOS	Novell	No	New	No	Yes/free, unlimited
Enter Active Services	Agency Evaluator†	For sales/marketing managers to evaluate advertising and PR agencies; help select advertising.	256K	\$100	IBM PC and comp.; DOS 2.1 +	No	No	New	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/STS.	NETWK.	DEMO/S	#/AGE	TRAIN.	PHONE	
G. Temple Assoc.	Schedule Express†	Helps marketing managers develop potential advertising strategies.	512K	\$175	IBM PC-AT, -XT	IBM compatible	No	New	Yes/on-site, fees	Yes/3 calls free
The InMar Group	MediaMark†	Interactive marketing for advertising purposes.	†	\$10,000-\$100,000	IBM PC and comp.; Mac	All major	No	30/3 years	No	Yes/free, unlimited
Marketworks	AdManage	Manages company's advertising and promotion budgets, monitors and schedules media.	640K	\$349	IBM PC-XT, -AT, 386, PS/2; DOS 2.0+	All major	Yes/\$20	New	Yes/on-site, fees	Yes/free, unlimited
MediaMark Research	BrandTab†	Looks at household consumption and brand interaction data by brand/household.	640K	\$12,500	IBM PC-AT and comp.; MS DOS	No	No	New	Yes/on-off-site, free	Yes/free, unlimited
Mel Long Assoc.	Cost Per Reader	Takes readership percentage of an ad and calculates cost/reader.	256K	\$39	IBM PC-XT, -AT, PS/2 and comp.; PC-, MS DOS 2.1+	No	No	New	No	Yes/free, unlimited
Mel Long Assoc.	Print Ad Schedule	Database for scheduling and tracking print advertisements.	512K	\$199	IBM PC-XT, -AT, PS/2 and comp.; PC-, MS DOS 2.1+	No	Yes/\$10	New	No	Yes/free, unlimited
The Right Brain	MediaMind	Database tool for planning print/media ad campaigns, easy creation of insertion orders, analyzes frequency, circulation, etc.	1MB (hard disk)	\$595	Mac +, SE, SE30	All major	Yes/free	New	No	Yes/free, unlimited
The Right Brain	NewsTrack/IBM & MAC†	Database tool for detailed management/analysis of publicity programs; manages/analyzes media database/lists/clippings/ exposure; esp. for in-house advertising/PR managers.	1MB (hard disk)	\$495	IBM PC and comp.; Mac +, SE, SE30; MS DOS	All major	Yes/free	New	No	Yes/free, unlimited
RightNICHE	RightAD	Creates professional ads/presentations.	IBM (hard disk)	\$69.95	Mac +, SE, II	No	Yes/free	New	No/manual	Yes/free, unlimited
RightNICHE	RightNICHE	Helps develop effective advertising/marketing strategy; works with Pagemaker templates to mock up ads.	IBM Hyper-card 1.2.2	\$89.95	Mac +, SE, II	No	Yes/free	1,000+ / 1 year	No/manual	Yes/free, unlimited
Robinson Assoc.	BINEMAX: Benefit Impact Maximization System†	Develops copy/promotion information based on customized segments.	640K (20MB hard disk)	\$3,800	IBM PC and comp.; MS DOS 3.0+	All major	Yes/free	1/1 year	Yes/manual or on-site fees	Yes/3 hours free
The Salinon Corp.	HEADLINER†	Tool used to help create catchy slogans, jingles, headlines, other promotional expressions.	256K	\$195	IBM PC-XT, -AT and comp.; MS-, PC DOS	All major	No	750+ / 3 years	No/manual	Yes/free, unlimited
The Salinon Corp.	NAMER by SALINON†	Name generation tool for products, companies, etc.	256K	\$195	IBM PC-AT, -XT and comp.; DOS 2.0+	All major	No	2,000+ / 3.5 years	No	Yes/free, unlimited
The Salinon Corp.	WORDS THAT RING	Creates vanity telephone numbers.	256K	\$99	IBM PC-AT, -XT and comp.; DOS 2.1+	All major	No	New	No	Yes/free, unlimited
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions, product development, simulation, etc.	265K	\$1,500-\$3,000	IBM PC and comp.; DOS	No	Yes/free	350/ 2.5 years	No	Yes/free, unlimited
Select Media	S.M.I.L.E.S.†	Co-op advertising, accounts completely tracked and controlled for retailers/distributors.	512K	\$650-\$3,800	IBM PC and comp.; DOS 3.0+	No	Yes/\$25-\$35	50+ / 5 years	Yes/on-off-site, fees	Yes/90 days free
Select Media	C.A.P.S.S.	Subscription service for co-op information re: S.M.I.L.E.S.	512K	\$500-2,000	IBM PC and comp.; DOS 3.0+	No	Yes/\$25-\$35	50+ / 5 years	Yes/on-off-site, fees	Yes/90 days free
Select Micro Systems	FloMaster	Produces advertising media flow charts and related cost analysis for advertising media.	512K	\$495	Mac 512K +, SE, II	Mac comp.	Yes/\$10	1,000+ / 1 year	No	Yes/free, unlimited
SUCCESSware	Advertising Edge†	Provides criteria for developing/evaluating ads/media programs.	256K	\$109	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	400/1 year	No	Yes/free, unlimited
TBX Inc.	FasTRACK II	Lead management for queries from direct mail or advertisements; tracks results, costs, etc.	256K (hard disk)	\$495	IBM PC-XT; MS DOS	All major	Yes/free	New	No/manual	Yes/free, unlimited
TeLeVell	TeleSell-Advertising Manager Module†	Calculates lead source, return, figures, percentages; tracks sales cycle through the close; direct mail capabilities; fully customizable reports.	640K	\$595-\$1,295	IBM PC and comp.; PC DOS 3.0+	3Com, MSNet, Novell	No	40/1 year	Yes/on-off-site fees	Yes/free, unlimited
Working Computer	Clients & Profits for Advertising Agencies	For small companies/departments (20-35 people) helps manager assess job costs, planning, billing.	1MB	\$2,495-\$3,795	Mac +, SE, II	TOPS, AppleShare	Yes/\$75	200+ / 3 years	Yes/off-site, fee	Yes/free, unlimited

CHARTS

Banner Blue	Org Plus	Automatically draws, positioning text and spaces; calculates budgets, salaries; generates reports and charts.	320K	\$79.95	IBM PC-XT, -AT, PS/2 or comp.; DOS 2.0+	Novell, PC LAN, 3Com, Banyan, PCNET	No	10,000+ / 5 years	No	Yes/free, unlimited
Banner Blue	Org Plus Advanced	Automatically draws, positioning text and spaces; generates reports and charts; sideways printing; choice of fonts.	384K	\$129.95	IBM PC-XT, -AT, PS/2 or comp.; DOS 2.0+	Novell, PC LAN, 3Com, Banyan, PCNET	No	10,000+ / 5 years	No	Yes/free, unlimited
Caddylak Systems	Chart Creator	Twelve different charts, import/export data.	320K	\$99.95	IBM PC and comp.; DOS 2.0+	No	No	2,000/ 1.5 years	No	Yes/free, unlimited
Caddylak Systems	Form Designer with Fill-in Feature	Creates forms, charts, worksheets; automatically fills out data; database.	512K	\$149.95	IBM PC and comp.; DOS 2.0+	No	No	9,000/ 3 years	No	Yes/free, unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/SYS.	NETWORK	EMUL/S #/ASE	TRAIN.	PHONE
DESKTOP PUBLISHING								
Applied Systems and Technology	MaxPage	Desktop publishing, page layout, ads, product descriptions; integrates graphics and text.	512K \$89	Mac	All Mac	Yes/\$5	New	No Yes/free, unlimited
Broderbund Software	TypeStyler	Creates special effects with display type, AGFAC computergraphic typefaces.	1MB (2 floppies) \$199.95	Mac +, SE, II	N/A	No	New	No Yes/free, unlimited
Quark	QuarkXPress 2.12	Page designing/composition, production for publishing and graphic art; word processing, spot/process color, custom fonts, spacing controls.	1MB \$795	Mac +, SE, II, IIs	Novell	Yes/free	New	Yes/off-site, fee Yes/free, unlimited
WordPerfect Corp.	WordPerfect 5.0	Advanced word processing/desktop publishing with text-integrated graphics, multiple fonts, style definition, laser printer support.	384K \$495	IBM PC-XT, -AT, PS/2 and 100% comp.; MS DOS, OS/2, Unix	3Com, Novell, AT&T, Banyan, TOPS	Yes/free	1,475,719/2 years	Yes/on-line only Yes/free, unlimited
Xerox Desktop Software	Ventura Publishing	Desktop publishing tool with word processing, graphics, typeset quality documents; add-on packages produce tables, equations, cross-references, vertical justification.	640K-1MB (hard disk) \$895-\$1,295	IBM PC and comp.; DOS 2.1	3Com, Novell, PCNet	No	200,000 + / 3.5 years	Yes/off-site, fees Yes/60 days free
DIRECT MARKETING								
Argonaut Systems	CONTACT†	Call report documentation, customer database.	512K \$89	IBM PC and comp., MS DOS	No	Yes/\$5	New	No Yes/free, unlimited
Caddylok Systems	Mail It†	Mailing list management checks duplicates, produces rolodex cards and address books; prints on any size envelopes; five- and nine-digit zip codes; ASCII.	384K \$49.95	IBM PC and comp., DOS 2.0 +	No	No	New	No Yes/free, unlimited
DATAMAP	CAM-1 Plus†	Designed specifically for direct marketing, mail targeting, and market site selection and analysis; spreadsheet.	256K \$495	IBM PC-XT, -AT and comp.; MS-, PC DOS	No	Yes/\$35	150/1 year	No Yes/free, unlimited
EIGHTY/20 Software	EIGHTY/20 Exped†	Client tracking and sorting; mass mailings; call and expense reports; interactive calendar.	512K \$249	IBM PC and comp.; MS DOS 2.0 +	No	Yes/\$5	250/1 year	No Yes/free, unlimited
1st Desk Systems	1stMERGE†	Creates form letters; list management and merges.	512K \$95	Mac	All major	No	10,000/4 years	No Yes/free, unlimited
Group 1 Software	AccuMail	Address-correcting, postal coding program; confirms zips; attaches four-digit codes and carrier routes; standardizes address formats to USPS conventions.	640K \$795	IBM PC; MS DOS	All major	No	300/1 year	No Yes/free, unlimited
Group 1 Software	ArcList	Mailing list management system creates lists, performs merge/purge, catches duplications, corrects zip code errors, prints labels.	640K \$695	IBM PC; MS DOS	Novell	No	3,000/3 year	No Yes/free, unlimited
Group 1 Software	ArcList Enter Only	Mailing list management system catches duplications, corrects zip code errors, assigns state abbreviations.	384K \$95	IBM PC; MS DOS	Novell	No	300/1 year	No Yes/free, unlimited
H&D Leasing	Direct Mail	Produces shipping labels, form letters, postcards; sorts by zip code, name, city, country; checks duplication; customized inventory, invoicing, and order entry.	512K \$295.95 +	Mac +, II, SE	TOPS Apple Share	Yes/\$15	70 + / 3 years	No Yes/free, unlimited
Key Systems	Prospecting Plus†	Sales, marketing, direct mail, bulk mail support.	480K \$495-\$1,485	IBM PC and comp., DOS	Xenix, Unix	Yes/free	1,000/6 years	No Yes/30 days free
Pages Systems	Desktop Marketing†	Direct marketing package creates letters, labels, lists, 3 x 5 cards in conjunction with Database America Files.	256K \$125 and up	IBM PC and comp.; MS DOS	All major	Yes/free	1,500/1 year	No Yes
Perimmon Software	MAILER	Manages mailing lists (esp. small [2,500] lists), data entry, sorting, printing.	256K \$99	IBM PC and comp.; MS DOS 2.1 +	Yes/not multiuser	No	200 + / 3 years	No Yes/free, unlimited
SAS Institute	SAS System†	Customized mass mailings, lead tracking, forecasting, market share, forecasting.	640K \$495 and up	IBM PC-AT, PS/2 and comp.; PC-, MS DOS	LAN, Novell	Yes/free	4,700/4 years	Yes/on-off-site, fees Yes/free, unlimited
Statistical Innovations	SI-CHAID Segmentation System†	Market segmentation software with tree-drawing capabilities, optional interfaces/interactions.	512K \$395	IBM PC-AT, -XT, and comp.; MS DOS	All major	Yes/\$100†	New	Yes/on-off-site, fees Yes/contract
USP Useful Software of Princeton	MW-MAIL 3.0†	Mailing list manager.	312K \$29.95	IBM PC and comp.; DOS 2.0 +	No	No	300-400/1 year	No Yes/free, unlimited
ELECTRONIC MAIL								
Caker Electronics	IPOST E-Mail	Menu-driven electronic mail links field laptops and branch office desktops with HQ; forms, fax, LAN options available.	256K \$129-\$495	IBM PC and comp., DOS 2.0 +	LAN	No/guarantee	1,000 + / 2 years	Yes/on-site, fees Yes/120 days free
Cross Information	CROSS + POINT	Electronic mail with scheduling and phone pad.	120K \$49-\$395	IBM PC and comp., DOS	LAN	Yes/\$9.95	500-1,000/4 years	Yes/on-site, fees Yes/free, unlimited
Datanetics	Bulletin Board	Sends messages anyone can read.	512K \$295-\$1,195	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	New	Yes/on-site, fees Yes/6 months free

VENDOR	PACKAGE	DESCRIPTION	MIN. PRIC	HARDWARE/STL. REQUIS.	OS/DB/S	2/3/4/5	TRAIN. FEES		
Datanetics	dataMAIL	Electronic mail system, must have password to read mail.	512K \$395-\$1,695	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	New	Yes/on-site, fees	Yes/6 months free
1st Desk	1stBBS	Remote database and bulletin board system.	512K \$195	Mac	No	No	New	No	Yes/free, unlimited
Galacticomm	The Major BBS†	A bulletin board system used by sales/marketing professionals for E-mail.	512K \$59-\$1,844	IBM PC; DOS 3.0+	Novell, 10-Nel	No	2,000/3 years	No	Yes/included
LEADtrack Services	LEADpass†	E-mail package includes voice mail, automated attendant, call routing.	640K \$995-\$1,500	IBM PC and comp.; MS-, PC DOS	Novell	Yes/free	New	No	Yes/60 days free, then contract
McDonnell Douglas Applied Communications Systems	PC OnTyme Plus	Message management system to create, send, receive, file E-mail.	320K \$150/each	IBM PC-XT, -AT, PS/2, Compaq 386 and comp.; DOS 2.2+	TYMNET	No/video	New	Yes/on-off-site, fees	Yes/free, unlimited
3X USA	Mail-Server†	Communication software for outside sales force using laptops to check mailbox/send reports.	384K \$195	IBM PC and comp.; DOS 2.0+	All major	Yes/free	350/1 year	No	Yes/free, unlimited

FIELD SALES/REPRESENTATIVES

Beacon Data Systems	REPS II	Sales analysis and tracking for manufacturers' sales reps.	640K \$1,995	IBM PC and comp., MS DOS	LAN	Yes/\$35	200+/5 years	Yes/on-site, fees	Yes/1 year free, then contract
Free World Marketing	PRIMO†	Personal information manager designed for field salespeople; pop-up calendar, auto-dialer, integrated word processing, management reports, territory analysis.	256K (hard disk) \$295	IBM PC; DOS 2.0+	All major	Yes/\$25	New	Yes/on-site, fees	Yes/90 days free, then contract
Generation Four	MBA.Clients†	Database functions include: key word search, letters, mailing lists, contact files, open source codes.	1MB (hard disk) \$189	Mac +	All major	Yes/\$10	New	No	Yes/on-line, free
GPS CUSTOM Software	GPS CUSTOM with Sales & Marketing CUSTOMware†	Fully customizable; features include: lead tracking, management and statistical reporting, telemarketing, order entry, proposal and contract generation.	512K \$295-\$995	IBM PC and comp.; MS DOS 3.0+	All major	No	1,000+/2 years	Yes/on-off-site, fees	Yes/contract
Harris Publ.	Selectory	Database of manufacturing firms for managers and salespeople to identify qualified prospects.	512K (hard disk) \$249-\$695	IBM PC-XT and comp.; MS-, PC DOS 2.0+	All major	Yes/\$10	2,500/4 years	No	Yes/free, unlimited
IDSC Rental Co.	marketrieve PLUS†	Lead tracking (especially multiple contacts at same company); market analysis, forecasting, direct marketing, telemarketing, field sales and management.	1MB (hard disk) \$1,595 and up	IBM PC and comp., MS-, PC DOS	LAN	Yes/free	85/1 year	Yes/on-site, fees	Yes/contract (incl. updates)
Market Power	SALES WIZARD 5.62	For individual or field sales reps; customer/prospect tracking and history; direct mail, mail merge; integrated word processor with calendar, calculator.	320K \$249	IBM PC and comp.; DOS 3.0+	LAN, Novell, 3Com	Yes/free	1,000+/3 years	Yes/on-site, fees	Yes/30 days free
Norman R. Sutherland	Find-A-Rep†	Database program helps sales managers define/identify the best manufacturing rep for their products.	384K \$195 and up	IBM PC and comp.; DOS 2.0+	All major	Yes/\$20	100/1 year	No	Yes/free, unlimited
The Pipeline Software Co.	PIPELINE†	Sales/marketing modules for: productivity, lead tracking, lead management, telemarketing, customer service; database download to remote rep laptops.	640K \$16,000	IBM PC and comp.; DOS 3.1+	LAN	Yes/\$25	4+/1 year	Yes/on-off-site, fees	Yes/contract
Profit Management Systems	Outcome†	Field sales/marketing system with lead tracking, account/territory management, sales forecasting, scheduling.	256K \$500-\$1,500/user	IBM PC and comp.; DOS 2.1+	All major	No	8,000+/2.5 years	Yes/on-site, included	Yes/contract
The Salmon System	The Salmon Sales Management System†	For sales managers and reps: activity/productivity reports, account/call history, follow-ups, analysis, word processing.	640K (hard disk) \$1,000 and up	IBM PC and comp.; DOS	All major	Yes/\$10	350/4 years	Yes/on-site, included	Yes/contract
Software Complement	Client/MAC†	For sales reps; tickler files, contact history notes, time tracking, mail merging, letterwriting.	1MB \$125	Mac	Mac comp.	Yes/\$25	150/3 years	No	Yes/free, unlimited
TeLeVell	TeleSell-Salesperson Module†	Call management, notes, scheduling, product/competition information, mail-list management, travel directions; fully customizable reports.	640K \$695-\$2,190	IBM PC and comp.; PC DOS 3.0+	3Com, MSNet, Novell	No/video, \$45	300+/2 years	Yes/on-off-site, fees	Yes/free, unlimited

FLEET CAR MANAGEMENT

Fleet Technologies	Integrated Fleet Administration System based on Paradox 3.0†	Tracks information on fleets/employees including mileage, accidents, reordering cycle.	640K \$1,995-\$2,995	IBM PC and comp.; DOS 2.0+	All major	Yes/\$5	New	Yes/on-site, fee	Yes/90 days free, contract
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GRAPHICS

Adobe Systems	Adobe Illustrator 88	Draw from scratch or use basic shapes, scale objects and patterns, blend colors; various typefaces.	1MB \$495	Mac +, SE, II, MOS 4.2+	All major	No	New	Yes/on-off-site, fees	Yes/contract
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SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	DEMO/S	#/YRS	TRAIN.	PHONE
Advanced Graphics Software	SlideWrite Plus	Creates presentation charts and graphs; scientific graphic features.	390K	\$445	IBM PC and comp., DOS	All DOS networks	Yes/free	10,000 + / 4 years	Yes/on-off-site, fees	Yes/free, unlimited
Ashton-Tate	DRAW AP-PLAUSE 1.1	Charts, graphs, diagrams, free-form drawings, library of 125 images, color slides, overhead transparencies, color or monochrome prints.	640K	\$495	IBM PC-XT, -AT, PS/2 or comp.	All major	Yes/\$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Ashton-Tate	RapidFile 1.2	File manager for data, reports, form letters, mailing labels, monochrome or color graphics.	256K	\$295	IBM PC-XT, -AT, PS/2 or comp.	All major	Yes/\$4.95	50,000 + / 1 year	Yes/on-off-site, fees	Yes/90 days free
Broderbund Software	Drawing Table	Professional drawing tools, illustrations, maps, diagrams, fliers, posters, logos, letterheads.	1MB	\$129.95	Mac +, SE, II	No	No	New	No	Yes/free, unlimited
Esacum Systems	Impressionist Business Graphics	Graphics system for new to advanced users; produces analytical and boardroom presentations.	512K	\$895	IBM PC or comp.; MS DOS	All major	Yes/free	2,000/ 3 years	No	Yes/free
Frame Technology	FrameMaker 1.3-X	Professional publishing software provides word-processing graphics; layout tools for creating documents, complex technical manuals, reports.	16MB	\$2,500	SUN, HP; Sony Tektronix, Apple NCR.	No	Yes/free	8,000/ 4 years	Yes/included	Yes/included
HyperGraphics Training Systems	HotAUTHOR†	Uses text, graphics, animation to illustrate a product or marketing concept; interactive Q&A capabilities.	256K	\$2,500 +	IBM PC and comp.; DOS 2.0 +	PCNET	Yes/free	25 + / 3 years	Yes/off-site, fees	Yes/free, unlimited
HyperGraphics Training Systems	StoryBOOK	Uses text, graphics, animation to illustrate a product or marketing concept.	256K	\$275	IBM PC and comp.; DOS 2.0 +	PCNET	Yes/free	8/3 years	Yes/off-site, fees	Yes/free, unlimited
Information Dimensions	BASIS/Images	Provides image storage and retrieval; text to image applications.	Any memory	\$40,000-100,000	Any IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 1.5 years	Yes/on-off-site, free	Yes/free, unlimited
Informix Software	SmartWare††	Package includes modules for database, spreadsheet, business graphics, word processing; customizable.	512K	\$249-\$699	IBM PC-XT, -AT, PS/2 and 100% comp.; DOS, UNIX	3Com, LAN, Novell, Netware, Starlan, Vine	Yes/free	150,000/ 5 years	Yes/off-site, fees	Yes/free, unlimited
Interactive Market Systems	FloChart	Graphics package esp. for media schedules.	640K	\$1,500	IBM PC-XT, -AT and comp.; DOS 3.1 +	All major	No	100 + / 2.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Management Science Assoc.	PC Marist†	Data retrieval and display system; tabular or graphic display feeds into spreadsheet programs.	512K (color monitor)	\$3,000 and up	IBM PC-XT, -AT, PS/2 and comp.; DOS 3.0 +	No	Yes/free	100 + / 2 years	No/manual	Yes/free, unlimited
Marketing Graphics	PicturePak [4 editions]	Electronic clip art: Executive and Management, Finance and Administration, Sales & Marketing, and Federal Government; thematic words, images, logos, seals, symbols, borders, backgrounds.		\$128K/each	IBM PC, Mac, PS/2 and comp.; DOS	All major	Yes/free	New	No	Yes/free, unlimited
MicroMaps Software	MacAtlas	Comprehensive collection of clip-art map templates of the entire world, USA by state, and all 50 states by county; can customize, colorize, or modify maps by adding fill patterns, graphic objects, text, numbers, etc.	128K-1MB	\$79-\$676	Mac (requires comp. graphics programs)	All Mac	Yes/free	3,000/ 2 years	No/manual	No
New England Software	GB-STST	Statistical analysis and data-management package with fully integrated graphs.	512K	\$299.95	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	Yes/off-site only	100,000 + / 1 year	No	Yes/free, unlimited
New England Software	Graph-in-the Box 2.2	Presentation/business graphics by analyzing numbers from other programs while they are on the screen.	256K	\$139.95	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	Yes/off-site only	100,000 + / 3 years	No	Yes/free, unlimited
PictureWare	PicturePower†	Integrated system incorporates photographic quality images with text and database.	640K	\$1,995-\$2,900	IBM PC-XT, -AT, PS/2 and comp.; DOS 3.1 +	Network	Yes/\$25	3,200/ 3.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Silicon Beach Software	Super-Card	Gives users full screen graphic, drawing, pointing power.	1MB (color monitor)	\$199	Mac +, SE, II; Mac 6.02 +	No	No	25,000/ 1 year	No/phone only	Yes/free, unlimited
STSC Inc.	STATGRAPHICS Statistical Graphics System†	Designed for market researchers, package integrates graphics with wide range of research procedures.	512K	\$895	IBM PC and comp.; MS-, PC DOS 2.0 +	No	No	20,000 + / 4 years	Yes/on-site, fees	Yes/contact
SYSTAT	FASTAT	Intermediate package with scatterplot brushing tools and three-dimensional full-color graphics for presentations and reports.	1MB	\$195	Mac +, SE, SE30, II, Iix	No	Yes/free	600/1 year	Yes/HQ, free	Yes/free, unlimited
Visual Business Systems	Visual Business No.5/Output Manager	Creates true three-dimensional charts; puts chart on high resolution film recorder and thermal printers.	1MB	\$395	Mac II	All Mac	Yes/free	2,000/ 1 year	Yes/off-site, fees	Yes/30 days free
Xerox Desktop Software	Xerox Graph	Analytical and graphing package allows data manipulation/analysis, graph generation with curve-filling and other devices.	1MB (hard disk)	\$295	IBM 286, 386	No	No	New	No	Yes/60 days free
Zenographics	Pixie 1.01	Window-space charting and drawing package; library of symbols, import/export capabilities.	640K	\$195	IBM PC-AT, -XT and comp.	No	Yes/free	10,000 + / 2 years	No	Yes/free
Z-Soft	Paintbrush Plus	Bit-map graphic editor with full page, 300DPI editor; scanner/laser printer support.	640K	\$149	IBM PC and comp.; PC MS DOS 2.0 +	All major	Yes/free	250,000/ 3 years	Yes/on-site, fee	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MIN.	PRICE	HARDWARE/STE.	NETWK.	INFO/\$	#/AGE	TRAIN.	PRG/AGE
Z-Soft	Publisher's Paintbrush	Bit-map graphic editor, full-page editing, zoom and advertising features.	1.5MB	\$285	IBM PC and comp.; PC MS DOS 2.0 +	All major	Yes/free	100,000 + / 2 years	Yes/on-site, fee	Yes/free unlimited
HIRING & TRAINING										
Addison-Wesley Publ.	Marketing Tool Kit	Teaches marketing principles to trainees or students.	128K	\$25.75	IBM PC-XT and comp., DOS 2.0 +	No	No	3,000 + / 4 years	No	Yes/free
Automated Micro	KIA Product Learning System†	Trains salespeople about product via interactive questions, customized.	256K	\$3,000 and up	IBM PCs and comp., DOS	No	Yes/free	15/2 years	Yes/fee	Yes/free
Courseware	SOLD!	Face-to-face selling program; teaches skills; database keeps track of appointments.	128K	\$39.75	IBM PCs and comp., DOS	No	Yes/free	2,000/ 5 years	No	Yes/free unlimited
Custom Databases	Executive Search System	Merges names and addresses of 2,000 search firms with letters; firms classed by industry, location, job category, salaries; updated six times/year.	384K	\$75-\$300	IBM PC and comp., DOS 2.0 +	No	No	1,000 + / 3 years	No	Yes/free, unlimited
Experience in Software	The Art of Negotiating	Negotiation preparation and training for closing the sale. Plans scenarios and produces reports on all aspects of sale.	256K	\$195	IBM PC; DOS 2.0 +	No	No	5,000/ 5 years	No	Yes/free, unlimited
The InMar Group	TrainingMate†	Interactive customized training.	†	\$10,000-\$50,000	IBM PC and comp., Mac	All major	No	10/3 years	No	Yes/free, unlimited
Leadership Development	The Competency Builder†	For product/marketing training of sales reps, dealers, distributors.	260K	\$2,500-\$25,000	IBM PC and comp.; DOS	All major	Yes/free	3,000 + / 2 year	Yes/included	Yes/included
Leadership Development	Sales Advisor†	Teaches how to chart the course of a sale, maintain control, handle objections, trigger a prospect's buying impulse, size people up.	256K	\$195	IBM PC and comp.; DOS	All major	No	1,000/ 1 year	No/manual	Yes/free, unlimited
Lincoln Systems	ISP: Interactive Statistical Program	Program for teaching statistical marketing research; includes high-resolution graphics.	384K	\$40-\$150	IBM PC and comp.; DOS 2.0 +	All major	Yes/free	2,500 + / 3 years	Yes/contract	Yes/free, unlimited
Management Software	PC Briefcase Instructional Seminars	Interactive program teaches and reviews selling skills; account management.	256K	\$95	IBM PC and comp.; MS DOS	All major	No	600-800/ 1 year	No	Yes/free, unlimited
MarketWorks	The Marketing Mentor	Teaches marketing planning.	640K	\$49	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0 +	No	No	1,000/ 1 year	No	Yes/free unlimited
Neuralytic Systems	Dr. Shrink	Assesses client's personality; analyzes the public vs. private self (including secrets/sexual fantasies); recommends how to communicate with/persuade the person.	164K	\$49.95	IBM PC and comp.; DOS	No	No	42,000/ 2 years	No	Yes/free, unlimited
Neuralytic Systems	Quality Personnel Screen	Employment screening: 105-question test (via computer or paper/pencil) measures honesty, substance abuse, agreeableness, extroversion, etc.	256K	\$498.95	IBM PC-XT, -AT and comp.; DOS 2.0 +	No	No	New	No	Yes/free, unlimited
Profiles Int'l.	The Profile†	Program gives managers personality assessment and description of employees/salespeople.	256K	\$65 and down	IBM PC and comp.; MS DOS 2.1 +	All major	Yes/free	500 + / 3 years	No	Yes/free, unlimited
Profiles Int'l.	Sales Selection Analysis†	Identifies a sales candidate's ability to develop rapport, identify client needs, present the product, solve objections, close sales.	246K	\$69.95 and up	IBM PC and comp.; MS DOS 2.0 +	All major	Yes/free	500 + / 3 years	Yes/tutorial	Yes/free, unlimited
The Scientific Press	Applying Marketing Management PC Simulations	Exercises illustrating positioning, strategy, competitive strategy, new product development, lifecycle forecasting.	256K	\$15.00	IBM PC-XT, -AT, PS/2 and comp.	No	No	100 + / 3 years	No	Yes/free, unlimited
The Scientific Press	ENTERPRISE, an Integrating Management Exercise	Integrated marketing/management simulation teaches marketing concepts.	256K	\$22.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	New	No	Yes/free, unlimited
The Scientific Press	Marketing Analysis & Decision Making	Text and cases with Lotus 1-2-3-based self-study for new product development, test marketing, product modifications, marketing mix management.	256K (need Lotus)	\$48.75	IBM PC-XT, -AT, PS/2 and comp.	No	No	50 + / 2 years	No	Yes/free, unlimited
The Scientific Press	Marketing Management: Analytic Exercises with Lotus	Lotus 1-2-3 based exercises teaching marketing concepts in a variety of situations.	256K (need Lotus)	\$27.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	New	No	Yes/free, unlimited
The Scientific Press	Marketstrat 2	Marketing strategy simulation for training strategy and techniques; for individuals or sales teams.	256K	\$27.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	500 + / 12 years	No	Yes/free, unlimited
Spinmaker Software	Putting the One Minute Manager to Work	Teaches how to identify goals and establish performance criteria; follow-up system gives feedback on answers.	128K	\$99.95	IBM PC and comp.; MS DOS 2.1 +	No	Yes/free	12,000/ 3 years	No	Yes/free, unlimited
Strategic Management Group	Business Learning System	Training for marketing, operations, strategic planning, finance.	256K	\$475	IBM PC and comp.; DOS 2.0 +	No	Yes/\$10	7,500/ 2 years	Yes/on-site, fee	Yes/free, unlimited
Strategic Management Group	Business School	Learning tool simulation of management techniques.	512K	\$59.95	IBM PC-AT, -XT and comp.; DOS 2.0 +	No	No	25,000/ 6 years	No	Yes/free, unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	REQ.	PRICE	HARDWARE/STS.	NETWK.	DEMO/S #/AGE	TRAIN.	PHONE	
Strategic Management Group	Business Simulator and Business Strategist	Simulates strategy situations in five different industries.	256K-512K (2 disk drives)	\$69.95-299.95	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.0+	No	Yes/\$5	1,500-10,000/3-7 years	No	Yes/free, unlimited
Strategic Management Group	Business Week's Business Advantage†	Learning tool simulation of running all aspects of a large corporation.	384K	\$69.95	IBM PC, Mac and comp.; DOS 2.0+	No	Yes/free	12,500/2 years	No	Yes/free, unlimited
Strategic Management Group	Strategic Management Game Individual Learning Game	Simulates competition among four different companies with three products each in three markets.	256K (2 disk drives)	\$99.95	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.0+	No	Yes/\$5	5,000/8 years	No	Yes/free, unlimited
Strat X Int'l.	MA	User is "in charge" of a simulated marketing department, must devise strategies.	256K	\$245 and up	IBM PC-AT, -XT and comp.; DOS 2.0	No	Yes/free	2,000+/1 year	No	Yes/free, unlimited
SYSTAT	MYSTAT	Teaches/simplifies business statistics and forecasting routines.	1MB	\$195	Mac+, SE, SE30, II, Iix	No	Yes/free	60,000/3 years	Yes/HQ, free	Yes/free, unlimited
INQUIRY/ORDER										
Applied Software Technology	VersaForm XL	Programmable relational database, order entry, tracking, contact lists, accounting.	512K	\$245-\$495	IBM PC and comp., MS DOS	All major	No	35,000+/8 years	No	Yes/30 days free, then contract
Inquiry Intelligence Systems	IQ System†	Inquiry management program for marketing directors and sales managers.	640K	\$1,295	IBM PC-AT, -XT and comp.; DOS 3.0+	All major	No/video	120/4 years	No/video	Yes/30 days free
International Software Technology	MOMe	Handles mail order, inventory control, order processing, list management, fulfillment, reporting.	384K	\$1,995-\$2,995	IBM PC-AT, -XT, PS/2 and comp.; PC-, MS DOS 2.0	All major	Yes/free	350/5 years	Yes/on-site, fee	Yes/contract
Merle Systems	OrderOne	Order entry/tracking, sales analysis, import/export; add-on features available.	640K (2MB hard disk)	\$3,500	IBM PC and comp.; MS-, PC DOS 3.1+	Novell	Yes/\$100	500+/4 years	Yes/on-off-site, fees	Yes/90 days free
Software Institute	Close Call†	Customer referral program designed to locate closest dealers.	512K (hard disk)	\$395	IBM PC-AT or 100% comp.; DOS 2.0+	All major	No	New	No	Yes/free, unlimited
Turnkey Data Solutions	Electronic Sales Assistant†	Automation of sales forms for orders, expenses, weekly revenue, price inquiry; inputs information into E-mail or host.	128K	\$295	IBM PC and comp.; MS-, PC DOS 3.0+	Unix	Yes/\$90	2,000+/3 years	Yes/on-site, fee	Yes/90 days free
LEAD TRACKING										
A la Carte Int'l.	MARKETEMPLATES	Customer tracking and order processing.	512K	\$1,000 and up	IBM PC-XT, -AT, and comp.; DOS 2.0+	No	No	100+/5 years	Yes/on-site, fees	Yes/contract
Argonaut Systems	PLAN†	Tracks prospects and customers, orders; forecasts future sales.	512K	\$89	IBM PC and comp.	No	Yes/\$5	New	No	Yes/free, unlimited
Arlington Software & Systems	PCAT: Professional Contact and Tracking System	Lead tracking for sales and marketing managers.	384K	\$1,295-\$6,400	IBM PC and comp., MS DOS	Novell, IBM Token Ring, Banyan, 3-COM	Yes/\$12	3,500+/8 years	No/manual and tutorial	Yes/free, unlimited
Automated Business Designs	ADVANTAGE†	Prospect history, notes, automatic mailing, telemarketing, management reports, follow-up reminder.	64K	\$2,000 and up	IBM PC and comp., MS DOS	No	No	50+/3 years	Yes/on-site, fees	Yes/contract
Bortel Software	TOTAL MANAGER†	Customized market plans, lead tracking, letters, telemarketing scripts, expense tracking, client billing, report writer, order processing.	640K	\$395-\$2,295	IBM PC and comp., DOS 3.0+	All major	Yes/\$5	1,000+/3 years	Yes/on-off-site, fees	Yes/30 days free
Bits and Bytes	Lead Tracker	Lead tracking and organizing.	256K	\$129	IBM PC and comp., MS DOS	No	Yes/free	100/1 year	Yes/on-site, fees	Yes/free, unlimited
Breakthrough Prod.	Market Master Manager†	Manages and automatically follows up leads for sales forces.	1MB (hard disk)	\$595-\$1,995	Mac+, SE, II, MOS	All major	Yes/\$10	100/1.5 years	No	Yes/1 year free
Breakthrough Prod.	Market Master Results Analysis†	Manages and automatically follows up leads for individual salesperson.	1MB (hard disk)	\$295-\$395	Mac+, SE, II, MOS	Mac comp.	Yes/\$10	500/3 years	No	Yes/1 year free
Bricker-Evans	Tangibility	Analyzes lead programs before and after implementation; marketing communications.	640K	\$495	IBM PC and comp., DOS	No	No	20+/1.5 years	No	Yes/free, unlimited
CATT Systems	PROMOTRAK†	Lead and manager tracking system for present and past accounts, reports, follow-ups, activities, expenses; direct mail.	†	\$1,500-\$6,000	†	UNIX, IBM	No	45/5 years	Yes/on-site, included	Yes/free, unlimited
Commercial Micro	Sales Busters†	Client and prospect tracking, tickler, calendar, built-in backup, import/export capabilities, scripts, reports.	640K (hard disk)	\$395-\$795	IBM PC and comp., DOS 3.3+	LAN	Yes/\$15	500+/7 years	No	Yes/free, unlimited
Computer Innovations	Branch-Out†	Sales support system for distributors: pricing, bidding negotiations, comparative tracking.	512K	\$1,995	IBM PC and comp., DOS, Unix	Novell	No	New	Yes/on-site, fees	Yes/\$60 per hour, or contract
Computer Innovations	S-DOT†	Sales tracking, lead control profiles, forecasting, marketing research and analysis.	256K	\$500-\$3,500	IBM PC-AT, 386 and comp., DOS, Unix	Novell	No	25/4 years	Yes/on-site, fees	Yes/\$60 per hour, or contract
Computer Masters	Client Master	Database marketing tool, mini word processor, auto-dialer, client tracking.	256K	\$199	IBM PC and comp., MS DOS	All major	Yes/\$10	50,000/2.5 years	No/manual	Yes/free, unlimited

VENUE	PACKAGE	DESCRIPTION	FILE PRICE	HARDWARE/STG. REQ'D.	OS/2 & PC/AT	TERM. PRGMS
Datamatics Management Services	Professional Marketing System†	60 different modules for market response tracking, lead tracking, customer service analysis.	400K \$2,195	IBM PC and comp.; MS DOS 3.1 +	Novell, PT, ARC, Ethernet	No/free 30-day trial 30/5 years Yes/on-off-site, fees Yes/90 days free, then contract
EIGHTY/20 Software	EIGHTY/20 Advanced†	Client tracking and sorting; word processor for letters, mass mailings; telemarketing scripts; expense reporting.	640K \$495-\$1,495	IBM PC and comp.; MS DOS 2.0 +	All major	Yes/\$10 1,000/2 years Yes/on-off-site, fees Yes/free, unlimited
EMIS Software	EMIS II†	Lead tracking and account management; custom letters, mail merge, unlimited database, spreadsheets.	512K \$1,995 and up	IBM PC and comp.; DOS 3.1 +	Novell, 3Com, PCNet, Banyan	Yes/free; evaluation/\$50 1,500+/6 years Yes/on-off-site, fees Yes/contract
Esprit Software Technology	SELLSTAR!-PM†	Sales productivity for prospect management, lead tracking, telemarketing.	512K \$195	IBM PCs and comp.; DOS 2.1 +	No	No New No Yes/90 days free
ETS Systems	Call Focus	Tracks sales calls with follow-up tickler.	640K \$3,500	IBM PC-XT and comp.; DOS 2.0 +	No	No 20/2 years Yes/on-site, fees Yes/60 days free, then contract
1st Desk Systems	1stFILE†	Esp. for sales teams and marketers in lead tracking, follow-up, order entry; mailing labels and lists.	512K \$95	Mac	All major	No 25,000/5 years No Yes/free, unlimited
1st Desk Systems	1stTEAM†	Lead tracking, follow-up, order entry for sales teams.	512K \$495	Mac	All major	No 1,000/4 years No Yes/free, unlimited
Free World Marketing	ProMotion IQ†	Query and reporting module for promotion; produces reports, analyzes data, creates graphs, exports data to ASCII and Lotus files.	256K \$300	IBM PC; DOS 2.0 +	All major	Yes/\$25 250/3 years Yes/on-site, fees Yes/90 days free, then contract
GoldData Computer Services	Sales Prospect Tracking System	Lead tracking and telemarketing with mail merge, letter, label, back-end reporting capabilities.	192K \$124.95	IBM PC and comp.; MS DOS 2.0 +	Novell	Yes/\$10 \$400/4 years Yes/on-site, fees Yes/free, unlimited
High Caliber Systems	peopleBASE†	Sales management system analyzes by lead source, salesperson, phone/mail follow-up of customers and prospects.	640K \$129-\$1,000	IBM PC-XT, -AT and comp.; MS-, PC DOS	All major	Yes/\$10 4,000/3 years Yes/on-off-site, fees Yes/free, unlimited
Hill Street Publ.	LeadChaser†	Comprehensive package tracks sales leads.	512K \$49.95	IBM PC and comp.; MS DOS 2.0 +	No	Yes/\$5 20/2 years No Yes/free
HMS Computer Co.	Prospect Tracking System†	Track prospects through buying cycle; generates mailings and demographic reports.	640K \$395-\$595 (1MB MAC)	IBM PC and comp.; Mac +; DOS	All major	Yes/\$29 150/2 years Yes/on-off-site, fees Yes/free, unlimited
Innovative microSystems	MarketExpert	Sorts, segments, analyzes customers and prospects for targeted direct mail or telemarketing lists.	640K \$1,500	IBM PC-XT, -AT, PS/2; MS-, PC DOS	Token ring, PC network	Yes/free 5/1 year Yes/included Yes/free, unlimited
Inter Active Micro	The Front Office†	Marketing and sales system for prospect and lead tracking, telemarketing, call reporting, job and commission cost tracking, performance evaluation.	640K \$198-\$295	IBM PC-XT, -AT and comp.; DOS 2.1 +	All major	Yes/\$15 50+/5 years Yes/on-off-site, fees Yes/1 year free, then contract
JKL Marketing	Sales/Marketing Solution System†	Integrated sales/marketing database; prospect management, telemarketing, sales call reporting, product registration, market research.	512K \$895 & up	IBM PC & comp.; DOS	Unix/Xenix	Yes/free 500/5 years Yes/on-off-site, fee Yes/free, unlimited
LEADtrack Services	LEADtrack†	Sales, marketing, lead tracking, inquiry fulfillment package for all industries and levels of salesperson.	640K \$2,250	IBM PC and comp.; MS-, PC DOS	Novell	Yes/\$10 200/5 years Yes/on-site, fees Yes/60 days free, then contract
Logic Design Corp.	ELECTRONIC Client Management System†	Keeps track of sales leads; telemarketing, direct mail, follow-up, auto-dialer, mass mailings.	256K \$195	IBM PC and comp.; DOS 3.0 +	Novell	Yes/\$10 1,000/5 years Yes/on-site, fee Yes/90 days, free
M&T Publ.	Time and Task Management†	Tracks clients, follow-up/pending dates; organizes time, hours, activities, budgets.	256K \$49.95	IBM PC and comp.; MS-, PC DOS	No	No 1,000-2,000/3 years No Yes/free, unlimited
Market Power	THE SALES MANAGER 5.62†	Customer/prospect tracking, tickler files, reports, appointment schedule, sales transaction analysis, expense tracking, to-do list, word processor.	320K \$795-\$1,995	IBM PC and comp.; DOS 2.0 +	LAN, Novell, 3Com	Yes/free 3,000+/6 years Yes/on-site, fees Yes/contract
MICOR Systems	ProTrakAR System†	Tracks and categorizes calls and correspondence to clients; prints envelopes, letters, labels, lists.	1MB \$395	Mac + 5.0 +	All major	Yes/\$15 New No Yes/3 months free
MZ Group	Fortune 500 Prospect†	Prospecting database with current information on top industrial and service companies and executives in U.S.; can rank, segment, analyze; print reports, mailing labels; automatic tickler; graphics.	512K \$299	IBM PC-XT, -AT, PS/2 or 100% comp.; DOS 2.0 +	All major	Yes/free New No Yes/free, unlimited
MZ Group	Instant Prospects Los Angeles & Chronicle 100†	Two packages with extensive information on top Los Angeles and San Francisco companies including key executive contact, sales, SIC codes, telephone numbers.	512K (hard disk) \$299	IBM PC-XT, -AT, PS/2 or 100% comp.; DOS 2.0 +	All major	Yes/free New No Yes/free, unlimited
Nelson Business Systems	Client Tracking System†	Organizes/tracks clients and prospects; features individual notepads for each record/letter file, labels, internal dial.	512K \$495-\$1,095	IBM PC and comp.; MS-, PC DOS	Novell	Yes/\$10 24/1 year No Yes/30 days free, then contract
Pace Computer	SalesBooze/PC	Sales management package with calendar and mail merge, tracks sales leads, analyzes data, forecasts.	640K \$495	IBM PC-AT and comp.; MS DOS	No	Yes/\$10 300/4 years No Yes/free, unlimited

SOFTWARE SURVEY

Vendor	Package	Description	Min. Price	Hardware/Std.	Netw.	Demo/\$	#/User	Term.	Phone
Planning Works	Sales Manager System†	Forms for lead tracking, record-keeping, reports, market analysis; created by sales managers.	256K \$495	IBM PC and comp., laptops; MS DOS 2.0+	All major	Yes/\$15	150+/6 years	Yes/on-site, fees	Yes/contract
Priam Systems	LEADMARK†	Customized lead tracking per unique requirements; access to product/competition summaries.	512K (hard disk) \$950-\$3,995	IBM PC-AT, -XT, PS/2 and comp.; MS-, PC DOS 2.0+	All major	Yes/free	New	Yes/on-site, fees	Yes/fees
Sales Executive	Sales Executive	Package for lead tracking, telemarketing, client management, sales productivity, direct mail.	512K \$395-\$1,595	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	4,000/3 years	Yes/on-off-site, fees	Yes/free, unlimited
Sales Productivity Group	Sales Producer	Prospect tracking, sales information reporting system includes profiling, follow-up, sales order entry.	384K \$495-\$695	IBM PC and comp.; MS DOS	All major	Yes/\$20	450/3 years	Yes/on-off-site, fees	Yes/90 days free
Softworks	MARKIS	Lead qualification, tracking, prompting system.	256K \$389	IBM PC-XT, -AT, and comp.; DOS 2.1+	All major	Yes/free	1,000+/4 years	No/Manual	Yes/free, unlimited
Stanford Business Systems	STAT. Sales Tracking and Analysis Tool†	For salespeople/managers: lead tracking, sales productivity/analysis.	1MB \$795-\$895	Mac	Mac comp.	Yes/\$35	New	Yes/on-site fee	Yes/30 days free
SUCCESSware	Lead Prioritizer†	Helps newer sales personnel get up to higher level; aids others in selecting/prioritizing/evaluating leads.	256K \$109	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	2,500/1 year	No	Yes/free, unlimited
Sysmark Information Systems	The Professional Sales Manager†	Package determines purchasing trends, evaluates advertising, automates direct mail, qualifies/assigns lead, supports telemarketing, evaluates sales productivity/potential (up to 1,000 users).	640K \$6,995 and up	IBM PC and comp.; PICK	No	Yes/free	5+/1 year	Yes/on-site, fee	Yes/free, unlimited
Target Microsystems	BULLSEYE†	Automates inquiry processing, makes follow-up assignments, measures ad paybacks, tracks each salesperson's effectiveness.	640K (hard disk) \$495-\$1,995	IBM PC-XT and comp.; DOS 2.0+	Novell	Yes/free	20+/1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Technical Sales & Marketing Assoc.	Sales Source Manager†	Sales lead tracking/management program.	512K \$495	IBM PC-XT, -AT, PS/2 or comp.; PC-, MS DOS	No	Yes/free	50+/1 year	Yes/on-off-site, fees	Yes/free, unlimited
Trensoft	Capital Ideas†	Complete detailed databases of 200 venture capital companies in U.S. and Canada; generates qualified leads.	512K \$295	Mac	No	No	New	No	Yes/free, unlimited
Trensoft	Franchise Finder†	Complete detailed databases of franchise companies in U.S. and Canada; qualifies leads by industry and other criteria.	512K \$99	Mac	No	No	New	No	Yes/free, unlimited
XYCAD Group	FollowUp†	Generic sales package designed to track clients; handles sales-related correspondence and reports.	384K \$249.95-\$895.95	IBM PC-AT, -XT and comp.; MS-, PC DOS 2.0+	Novell	Yes/\$5 & up	5,000/4 years	No/tutorial	Yes/one-year free
MAPPING-GEOGRAPHIC									
Geographic Data Technology	GeoSpread-Sheet	Spreadsheet integrated with computerized map for spatial analysis; county, zip code, census tract information for site analysis, thematic mapping, territory planning.	640K (hard disk) \$595-2,490	IBM PC and comp.; DOS 3.1+	No	Yes/\$35	New	Yes/on-off-site, fees	Yes/90 days free, then contract
Geographic Data Technology	MatchMaker/GDT†	Address-to-coordinate matching system gives geographic location (longitude and latitude) for analysis and territory assignment.	640K (hard disk) \$10,000	IBM PC and comp.; DOS 3.1+	No	No	15/3 years	Yes/on-off-site, fees	Yes/1 year free, then contract
Geosoft Corp.	MapBuilder†	Thematic maps display customer locations, sales territories, other demographic information.	512K \$250-\$400	IBM PC and comp.; DOS 2.1+	No	Yes/free	100+/4 years	No	Yes/90 days free
GEOVISION	GEOSystem: Windows on the World and GEODisk†	User can customize to own geographic and desktop map systems; can display and manipulate large quantities of vector geographic data.	640K \$595	IBM PC and comp.; MS-, PC DOS 3.2+	All major	Yes/free for requests on letterhead	1,200+/2 years	Yes/contract	Yes/contract
GEOVISION	TIGERTOOLS	Uses U.S. Census Bureau Tiger (topologically integrated geographic encoding and referencing) files to process, classify, catalogue data.	1MB \$495-\$1,495	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS	All major	No	New	Yes/contract	Yes/contract
Map Information Services	MapInfo†	Mapping system analysis, displays, maps, and geographic data; performs dBase searches, address matches; shades and colors boundaries; other add-ons available.	640K \$750	IBM PC-XT, -AT, and comp.; PC-, MS DOS 3.0+	Novell	Yes/free	2,000+/3 years	Yes/on-site, fees; off-site free	Yes/90 days free, then contract
National Planning Data	MapAnalyst†	Package analyzes and presents demographic data, U.S.G.S. roads and highways.	512K (hard disk) \$495	IBM PCs and comp.; MS-, PC DOS 3.1+	All major	No	550+/6 years	Yes/HQ only, free	Yes/free, unlimited
Odessa Corp.	GeoQuery	Automatically creates maps for presentation/analysis of address-based data; used for territory/site planning, direct mail, account management, sales analysis, zip code tracking, presentations.	1MB \$349	Mac+, SE, II	No	Yes/\$5	3,000/1.5 years	No	Yes/free, unlimited
Select Micro Systems	MapMaker 4.0	Business-mapping package for thematic mapping creates map with legends for geographic analysis.	512K \$395	Mac 512K+, SE, II	Mac comp.	Yes/\$10	4,000+/3 years	No	Yes/free, unlimited
Street Map Software	StreetSmart†	Package designed to help plan route direction; with or without TIGER maps.	640K \$349	IBM PC and comp.; MS DOS	Novell	Yes/free	100+/2 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MSRP PRICE	HARDWARE/STL. NETWK.	DBMS/S #/AGE	TRAIN. PRGMS
MAPPING-PERCEPTUAL						
Beumont Organization	Correspondence Analysis VVS21	Perceptual mapping similar to idea product analysis.	540K \$650	IBM PC-XT, -AT or comp., DOS	No	Yes/\$10 140/2 years Yes/tutorial Yes/free, unlimited
John Deighton	Correspondence Analysis†	Mapping of cross-tabulation tables; can create product positioning maps.	256K \$150	IBM PC and comp., DOS 2.0+	All major	No 100+/4 years No Yes/free
Market Action Research Software	MapWise 2.02	Executive version of correspondence analysis; tracks brand images, competitive positioning, market segmentation; presentation graphics of results.	256K (HP color plotter) \$495	IBM PC and comp.; MS DOS 2.0+	All major	Yes/free 300+-2,000/1 year Yes/on-off-site, fees Yes/30 days free, then contract
National Decision Systems	PCMap	Thematic mapping program; plots locations, targets customers, cross-references.	640K \$495	IBM PC and comp.; PC-, MS DOS 2.1+	No	No 10,000+/3 years No Yes/free, unlimited
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions, product development, simulation, etc.	265K \$1,500-\$3,000	IBM PC and comp.; DOS	No	Yes/free 350/2.5 years No Yes/free, unlimited
STSC Inc.	ATLAS* GRAPHICS Mapping Software†	Thematic mapping for sales/marketing managers to plan and monitor sales territories, measure market penetration, plan/follow up ad campaigns.	512K \$450	IBM PC and comp.; IMS-, PC DOS 2.0+	No	Yes/free 10,000+/2 years No Yes/free, unlimited
MARKET ANALYSIS						
Application Consulting Group	ACG Window†	Marketing and sales analysis of internal and syndicated data, reporting graphics and statistics, esp., for consumer packaged goods co.s.	640K \$15,000-\$25,000	IBM PC, PS/2 and comp., DOS	LAN, Novell	No 20/2 years Yes/included Yes/contract
Business Research & Surveys	TABULIZER†	Survey analysis, cross-tabulation, reporting, data entry and generation.	256K \$495	IBM PC and comp., MS DOS	All major	Yes/\$20 400+/6 years Yes/on-site, fees Yes/free, unlimited
CACI	Market America†	Demographic information available micrographically; analyzes trade areas, sites, product mix; database.	640K \$57,000	IBM PC-AT, 286, 386, DOS 3.30	No	Yes/free 75/1.5 years Yes/2 days on-site, free Yes/free, unlimited

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SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN.	PRICE	HARDWARE/STL.	NETWK.	DEMO/S	#/AGE	TRAIN.	PHONE
Claritas Corp.	COMPASS†	Market analysis and mapping; integrates clients and third-party database.	640K	\$15,000	IBM PC and comp.; DOS 3.0 +	No	Yes/free	200-300/2 years	Yes/on-off-site, free	Yes/free, unlimited
Donnelly Marketing Information Services	CONQUEST	Marketing system with access to demographic data on consumer businesses.	640K	\$9,000	IBM PC, PS/2 and comp.; DOS 2.1 +	No	No	200 + /3 years	Yes/off-site, free; on-site, fees	Yes/free, unlimited
Donnelly Marketing Information Services	CONQUEST BusinessLINE	Marketing system with access to demographic and geographic database of over 7 million businesses.	640K	\$24,000	IBM PC, PS/2 and comp.; DOS 2.1 +	No	No	New	Yes/off-site, free; on-site, fees	Yes/free, unlimited
France Int'l.	GoldSpread	Integrated package with spreadsheets, data management, graphics; compatible with Lotus 1-2-3.	512K	\$39.95	IBM PC, Mac +, SE, II and comp.; DOS	No	Yes/\$5	10,000 + /2 years	No	Yes/free, unlimited
France Int'l.	GoldSpread Statistical	Lotus 1-2-3 compatible spreadsheet with full range of statistical commands and functions.	512K	\$79.95	IBM PC, Mac +, SE, II and comp.; DOS	No	Yes/\$5	10,000 + /1 year	No	Yes/free, unlimited
Information Resources/Javelin Products Group	EXPRESS Marketing Management System†	Product, brand, marketing, performance, sales analysis.	640K	\$50,000-\$150,000	IBM PC and comp.; MS DOS	All major	Yes/free	50/2 years	Yes/included	Yes/free, unlimited
Information Resources/Javelin Products Group	Javelin PLUS†	Modeling and analysis program combines spreadsheet and database; creates reports and graphs.	512K	\$395-\$995	IBM PC and comp.; MS DOS 2.1 +	3Com, 3Plus, Novell Advanced, Token Ring	Yes/free	50,000/4 years	Yes/on-off-site, fees	Yes/free, unlimited
Lotus Development Corp.	Lotus 1-2-3 Release 2.2†	Analytical spreadsheet, customization of fields, publishing capabilities.	320K	\$495	IBM PC or Lotus comp.; DOS 2.0 +	All major	Yes/free	New	Yes/off-site, fees	Yes/free, unlimited
Management Science Assoc.	EASY†	Cross-tabulation program analyzes survey results.	512K	\$2,500 & up	IBM PC and comp.; DOS 3.0 +	No	No	50/2 years	Yes/on-site for installation, free	Yes/free, unlimited
Marketing Data Research	Master Tab†	Tabulates survey questionnaire data into finished tables; displays most-frequently-used statistical measures.	128K	\$250	IBM PC-XT, -AT and comp.; MS-, PC DOS 2.0 +	No	Yes/\$40	600 + /5 years	No/manual	Yes/free, unlimited
MaxThink	MaxThink†	Outlines commands for analytical, managerial, creative thinking; graphs the results.	300K	\$89	IBM PC and comp.; DOS 2.0 +	Novell	Yes/\$6	20,000/5 years	No/cassette	Yes/free, unlimited
MediaMark Research	MEMRI†	Series of programs for analyzing survey data, cross-tabulation, and rating.	640K	\$10,000	IBM PC and comp.; DOS	No	No	200/3.5 years	Yes/on-off-site, free	Yes/free, unlimited
Microtab	Microtab Cross Tabulation Software†	Questionnaire cross-tabulation package; summarizing reports and statistics; handles unlimited numbers of cases and variables.	256K (hard disk)	\$495	IBM PC and comp.; DOS 2.0 +	All major	Yes/\$50	800 + /7 years	Yes/on-site, fees	Yes/free, unlimited
Minitab	MINITAB Statistical Software†	Descriptive statistics, regression, ANOVA, discriminant analysis, principal component analysis, tabulation, distribution, time series analysis; interface with Lotus.	640K (hard disk)	\$695	IBM PC and comp.; DOS 2.0 +	All major	No/free trial	20,000 + /17 years	Yes/on-site, fees	Yes/free, unlimited
National Demographics and Lifestyles	OASYS (Opportunity Analysis System)†	Marketing decision support system with detailed demographic/lifestyle profiles of geographic areas by zip code; reporting and mapping.	640K	\$5,000-\$35,000	IBM PC and comp.; DOS 3.0 +	No	Yes/\$25	15/1 year	Yes/off-site, free	Yes/free, unlimited
Oxicon Systems	Oxicon	Marketing system for analyzing single-source scanner data or integrated databases.	512K	\$995	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1 +	No	Yes/\$75	New	Yes/on-site, fees	Yes/30 days free
Oxicon Systems	Oxistas	Analyze single-source scanner data.	512K	\$395	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1 +	No	Yes/\$75	New	Yes/on-site, fees	Yes/30 days free
Pilot Executive Software	Time Intelligence	Data management/analysis for sales/marketing information; time series manipulation, integrated modeling, multidimensional consolidation, color graphs, reports.	640K	\$100,000	IBM PC, 286, 386; MS DOS	3Com, Novell	No	8/1 year	Yes/on-site free	Yes/free, unlimited
P-STAT	P-STAT	Statistical analysis, survey displays, data/file management, report writing, data display.	640K	\$695	IBM PC-AT, -XT, PS/2 and comp.; DOS	PC NET	Yes/\$125	1,000/4 years	No/manual	Yes/contract
Quest Management Systems	INCITE†	Market/sales planning tool uses competitive information to support operating, tactical, strategic decisions; database with text, image, numeric data.	640K (2MB hard disk)	\$10,000/site	IBM PC-AT, PS/2 model 50 or better; DOS	LAN	Yes/\$25	5/1 year	Yes/included	Yes/contract
SAMI Div. of Arbitron	Decision Master†	Customized SAMI information, competitive market data, manipulation, presentation.	640K	\$25,000-\$50,000	IBM PC and comp.; DOS	All major	No	175-200/2.5 years	Yes/included	Yes/included
SAMI Div. of Arbitron	Supermarket Solutions†	Demographic database of 28,600 grocery stores analyzing demographic factors and individual store facts.	20MB	\$8-\$15/store	IBM PC and comp.; DOS	All major	No	35 + /2 years	Yes/included	Yes/included
SDG Decision Systems	Sensitivity	Automatically performs sensitivity analysis on spreadsheet variables.	640K	\$175	IBM PC, Mac II, and comp.; DOS	No	No	1,000 + /4 years	No	Yes/free, unlimited
Select Micro Systems	Statix†	General-purpose statistics with graphics program including full descriptive regression analysis.	512K	\$349	Mac 512K +, SE, II	Mac comp.	Yes/\$10	1,000 + /1 year	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MIN. PRG	HARDWARE/TTL. NETW.	OS/DB/S #/APP	TRAIN. PRG
MARKET RESEARCH						
Abacus Concepts	StatView II	Statistical analysis, color presentation graphics.	1MB	\$495	Mac II, IIfx, IIfx, SE30, MOS 4.2+	All major Yes/free 5,000/2 years No Yes/free, unlimited
Abacus Concepts	StatView SE + Graphics 1.03	Statistical analysis, color presentation graphics.	1MB	\$399.95	Mac SE, Mac +, MOS 4.2+	All major Yes/free 2,000/1.5 years No Yes/free, unlimited
Abacus Concepts	SuperANOVA†	General linear modeling, color presentation graphics, analysis.	1MB	\$495	Mac +, IIfx, SE, MOS 4.2+	All major Yes/free New No Yes/contract
ACRS Division W/A/R/C	PCRS: Personal Computer Research System	Data collection management interfacing with ASCII data records, tabulations.	640K	\$500-\$1,000/month	IBM PC-XT, -AT, DOS 3.2+	Proprietary LAN Yes/free New Yes/on-off-site, fees Yes/unlimited, free
Bardsley and Haslacher	Profile abc	Designs questionnaires, analyzes and cross-tabulates data; esp. for survey use.	256K	\$399	IBM PC and comp., DOS 1.1	No Yes/\$75 50/3 years No Yes/1 year, free
Bretton-Clark	Bridger	Allows evaluations of large numbers of product features using full profile conjoint analysis.	256K	\$550	IBM PC and comp., DOS	All major Flo No/ manual 30/1 year Yes/free, unlimited
Bretton-Clark	Conjoint Designer	Produces full profile designs used in conjoint studies, product descriptions for consumer evaluations.	192K	\$550	IBM PC and comp., DOS	All major Yes/\$15 350/4 years No/ manual Yes/free, unlimited
Bretton-Clark	Simigraph	Advanced market simulation analysis based on conjoint data; calibrates forecasts to current market share data.	256K	\$550	IBM PC and comp., DOS	All major Yes/\$15 50/1.5 years No/ manual Yes/free, unlimited
CISIA	SPADN	Different analyses: principal component, correspondence, cluster analysis.	512K	\$500	IBM PC and comp., DOS 3.0+	No No 12/1 year No Yes/limited
Computers for Marketing	PC-SURVENT†	Computer-assisted interviewing for market research.	640K	\$1,458 plus monthly rental	IBM PC and comp., DOS 3.0+	Novell, ARCNET 2.1+ Yes/free 5/3 years Yes/on-site, fees Yes/free, unlimited
Concurrent Marketing Systems	Answer-Tabs	Data tabulation, statistics, and reporting for questionnaire or survey data; esp. for surveys up to 35,000 respondents.	640K	\$1,995	IBM PC and comp.	All major Yes/free 200/1.5 years Yes/included Yes/included
Creative Research Systems	Survey Sampler†	Creates random-digit telephone samples.	320K	\$149	IBM PC-XT, -AT and comp., MS-DOS	No Yes/\$25 30/1 year No Yes/free, unlimited

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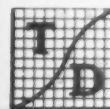
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SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	MIN. PRICE	MIN. PRICE	MIN. PRICE	MIN. PRICE	MIN. PRICE	MIN. PRICE	MIN. PRICE
Creative Research Systems	The Survey System†	All phases of survey research: questionnaire production, data entry, presentations, tables and charts; can work with answers to open-ended questions.	384K	\$500 & up	IBM PC, MS DOS	All major	Yes/\$50	1,400/6 years	No	Yes/free, unlimited
Crunch Software	CRUNCH	Marketing research, statistical analysis, data management.	256K	\$495	IBM PC-XT, -AT and comp., DOS	All major	Yes/free	2,500/5 years	Yes/custom basis	Yes/free, unlimited
Data Resources	Market Scan†	Detailed coverage of U.S. industries' performance and market data.	512K	\$6,000-\$8,000	IBM PC and comp.; DOS 2.0 +	No	Yes/free	90 + /2 years	Yes/on-site, free	Yes/free, unlimited
Derby Micro-Computer Services	Simple Random Sample	Produces random numbers from applicable area codes and local prefixes.	256K	\$49	IBM PC and comp.; DOS 2.1 +	All major	No	200 + /2 years	No/manual	Yes/free, unlimited
Derby Micro-Computer Services	StatTech	General purpose statistical package for marketing research.	256K	\$129.95	IBM PC and comp.; DOS 2.1 +	All major	Yes/\$5	200 + /3 years	No/manual	Yes/free, unlimited
Detail Technologies	Statcheck	Quick statistical calculator, allows sample-size tests.	256K	\$95	IBM PC-XT and comp.	All major	No	300-400/3 years	No	Yes/60 days free
Digisoft Computers	The Focus Meter†	Measures and displays focus group participants' views and discussions.	512K	\$4,000	IBM PC and comp.; MS-, PC DOS	All major	No	New	Yes/1 day free, then by hour	Yes/1 year free
dilithium Press	Telofacts 1†	Makes survey questionnaires; prints and displays survey results.	48K	\$49.95	IBM PC-XT, Mac II, IIfx, No Columbia Portables, Compaq; USCDP System	No	No	1,500/7 years	No	Yes/free
dilithium Press	Telofacts 2	Prints and displays survey results; ranks respondents in report format.	48K	\$199.95	IBM PC-XT, Mac II, IIfx, No Columbia Portables, Compaq; USCDP System	No	No	550/7 years	No/manual	Yes/free
Management Science Assoc.	Brand Insight†	Predicts 12-month share and distribution for new product introductions; creates forecasts.	320K (color monitor)	\$20,000-\$25,000	IBM PC and comp.	PCNET	Yes/free	50/1 year	Yes/fees or free manual	Yes/free, unlimited
Management Science Assoc.	Price Impact†	Simulates/predicts the effect of price changes on sales; handles multiple brands, scenarios, regions.	320K (color monitor)	\$15,000-\$20,000	IBM PC and comp.	PCNET	Yes/free	8/4 years	Yes/fees, or free manual	Yes/free, unlimited
Management Science Assoc.	Promotion Impact†	Analyzes supermarket scanner data; simulates/predicts effects of retail merchandising and associated price discounting on brand sales.	320K (color monitor)	\$15,000-\$20,000	IBM PC and comp.	All major	Yes/free	15/1 year	Yes/free manual, course fees	Yes/free, unlimited
Marketing Metrics	Verbatim Analyzer	Analyzes open-ended survey responses; searches key words, sorts by criteria, generates reports.	256K	\$239.50	IBM PC-AT, -XT and comp.; DOS 2.1 +	All major	Yes/\$35	35 + /2.5 years	No	Yes/free, unlimited
Marketing Software	Survey Research	Data entry, cross-tabulation, chi-square analysis, and T-tests.	640K	\$195	IBM PC-XT and comp.; DOS	All DOS networks	Yes/\$30	50 + /4 years	No	Yes/free, unlimited
MAR-REL Analytics	Basic Statistics†	Collection of basic statistical functions that perform various analyses.	512K	\$295	IBM PC and comp.; DOS 2.0 +	No	Yes/\$5	23/5 years	No	No
MicroMaps Software	HyperAtlas	Maps of the entire world, USA, 50 states and major cities with information cards on each for more detail.	128K	\$99	Mac	All Mac	Yes/free	1,500/1 year	No/manual	No
Nielsen Marketing Research	SCANTRACK Spoceman Transporter via SCAN-FACT PC	Translates and reports Nielsen's SCANTRACK movement and price information by major markets or retail accounts; analyzes regular or non-display sales/shelf movement.	640K (20MB hard disk)	\$200/month	IBM PC-XT, -AT, PS/2 and 100% comp.; DOS 2.1 +	All major	No	New	Yes/on-off-site, fees	Yes/free, unlimited
Option Technologies	Option Finder†	Presentation/questionnaire tool assesses group opinions; multiple response pads enable participants to give anonymous responses to questions; results tabulated/analyzed by PC.	640K	\$10,320 & up	IBM PC and comp.; MS DOS	No	Yes/\$10	100 + /4 years	Yes/on-off-site, fees	Yes/fees
Parker Marketing Research	Calculator Relief†	Series of spreadsheets run through Lotus that do statistical tests based on summary data: T-test, Z-test, Chi-square.	256K	\$300	IBM PC and comp.; MS DOS	No	No	50 + /1 year	Yes/free	Yes/free, unlimited
Persimmon Software	SURVEY	Interviewing program with survey prompting or type-in answers, analysis and cross-tabulation of responses.	128K	\$99	IBM PC and comp.; MS DOS	Yes/not multiuser	No	100 + /4 years	No	Yes/free, unlimited
Productive Access	mTAB Research Analysis System†	Accesses and customizes large databases; generates report/graphic capabilities, menu driven; esp. for PC-micro-mainframe use.	640K	\$25,000 & up	IBM PC and comp.; PC-, MS DOS	All major	No	12 + /3 years	Yes/included	Yes/included
Pulse Analytics	Pulse/MPC	Multiple-paired comparison analysis package used by marketing and advertising researchers to study competitive positioning of products.	512K	\$300-\$1,500	IBM PC and comp.; MS-, PC DOS 2.0 +	No	Yes/\$60	100/3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/QUAD	Used by marketing and advertising researchers to understand customers' reactions to products.	512K	\$300-\$1,500	IBM PC and comp.; MS-, PC DOS 2.0 +	No	Yes/\$60	100/3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/QSEG	Used by marketing and advertising researchers to do market segmentation analysis for different products/markets.	512K	\$300-\$1,500	IBM PC and comp.; MS-, PC DOS 2.0 +	No	Yes/\$60	100/3 years	No	Yes/free, unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/STL.	NETWL.	DURNG/S	#/AGE	TRAIN.	PHONE
Pulse Analytics	Pulse/RSAMP	Used by marketing and advertising researchers to design a random sample of subsets of attributes to be studied by further surveys.	512K	\$300-\$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/\$60	100/3 years	No	Yes/free, unlimited
Pulse Analytics	Pulse/TURF	Optimizes marketing/advertising, addresses product mix problems.	512K	\$300-\$1,500	IBM PC and comp.; MS-, PC DOS 2.0+	No	Yes/\$60	25+/1 year	No	Yes/free, unlimited
Robinson Assoc.	Compass Points†	Image management/segmentation research involving perceptual/respondent background data; stores information in disaggregated form.	640K (20MB hard disk)	\$3,500	IBM PC and comp.; MS DOS 3.0+	All major	Yes/free	50/3 years	Yes/manual or on-site fees	Yes/3 hours free
Sammarish Data Systems	GeoSight 3.1†	Geographic information system for marketing research.	640K	\$4,450	IBM PC-AT, 386 and comp.; MS DOS 3.1+	All major	No	75+/4 years	Yes/included	Yes/included
Sawtooth Software	Convergent Cluster Analysis System	Groups survey respondents with similar characteristics into identifiable clusters from strategic target marketing.	265K	\$1,000	IBM PC and comp.; DOS	No	Yes/free	25/1.5 years	No	Yes/free, unlimited
The Scientific Press	Marketing Mix Analysis with Lotus	Teaches using spreadsheet software to understand and solve problems when analyzing marketing mix allocations.	256K (need Lotus)	\$37.50	IBM PC-XT, -AT, PS/2 and comp.	No	No	50+/2 years	No	Yes/free, unlimited
SKOPOS Corp.	Survey Processor†	Uses unlimited number of response scales/demographic groupings, prepares/analyzes comprehensive market/product surveys, applies scanner input data to any report.	2 MB	\$3,500	IBM PC-AT; MS DOS	Unix, EMS	Yes/free by modem	100/1 year	Yes/on-off-site fees	Yes/60 days free
Sophisticated Data Research	GEMS	Used for focus groups or private panel analysis and management.	512K	\$1,500 & up	IBM PC-XT and comp.; DOS 2.0+	No	Yes/free	18+/5 years	No	Yes/free, unlimited
Stolzberg Research	Market Research†	Program for polling, marketing research, tallying survey results with automatic error detection.	256K	\$180	IBM PC-AT, -XT, Mac II; MS-, PC DOS	All major	Yes/\$35	300+/10 years	No	Yes/free, unlimited
Suburban Software	The Cards	Database of individuals/families with detailed demographic information and product usage habits/histories.	512K	\$1,995-\$2,995	IBM PC and comp.; MS DOS	All major	Yes/free	15+/2.5 years	Yes/on-off-site, fees	Yes/6 months free
SumQuest	SumQuest	For marketing research groups to process/analyze questionnaire survey data.	512K	\$595	IBM PC and comp.; MS-, PC DOS 2.0+	All major	Yes/free	250/3 years	No/manual	Yes/free, unlimited
SURVEYTAB	SURVEYTAB	Cross-tabulating of consumer marketing research data.	64K	\$499	IBM PC-AT, XT, PS/2, Mac 512+, SE, II; DOS	No	Yes/\$20	300+/8 years	No/manual	Yes/free, unlimited
Tarp Information Systems	Customer Response Information System (CRIS)†	Automated contact tracking/reporting; produces reports on frequency, volume, and cross-tabulated information.	640K	\$15,000 & up	IBM PC and comp.; Unix, DOS	LAN	Yes/free	60/6 years	Yes/included	Yes/included
TBX Inc.	Quik-Pol	Survey program produces questionnaires and tabulates information.	256K (hard disk)	\$495	IBM PC-XT; MS DOS	All major	Yes/\$5	55+/1 year	No	Yes/free, unlimited
TMS Systems	Coder†	Help user create/modify/code a questionnaire.	256K	\$69.95	IBM PC and comp.; DOS	All major	Yes/\$15	New	Yes/on-site, fees	Yes/6 months free
Walonik Assoc.	StatPac Gold†	Statistical analysis/forecasting software for marketing research; window, graphs, database.	256K	\$595	IBM PC-AT, XT and comp.; MS DOS 2.0+	All major	Yes/evaluation copy \$50	9,000+/9 years	Yes/on-off-site, fees	Yes/free, unlimited
Walonik Assoc.	StatPackets†	Statistical analysis routines, add-ons to Lotus, 23 separate modules and 5 vertical market bundles.	256K	\$24.95-\$573.85	IBM PC-AT, XT and comp.; MS DOS 2.0+	All major	No	8,000/3 years	No	Yes/free, unlimited
World Research Systems	CUBE	Menu-oriented report writer for end users of research projects.	512K	\$200 & up	IBM PC and comp.; DOS	Novell	Yes/free	12/1 year	No	Yes/free

MARKETING MANAGEMENT

Interactive Systems	OmniTrac†	Maintenance program for salespeople and managers generating call lists, management reports, mailing lists; does multi-product forecasting and tracking.	640K (hard disk)	\$1,200	IBM PC-AT, -XT and comp.; DOS 3.0	PCNET, Novell	Yes/free	180/5 years	Yes/on-site, fees	Yes/fees
Management Science Assoc.	Profile Marketing Workstation†	Customer/prospect information file integrates mapping, cross-tabulation, household selection, word processing, spreadsheets, graphics.	640K	\$10,000-\$20,000	IBM PC and comp.; DOS 3.2+	Novell	Yes/free	50/1 year	Yes/included	Yes/free, unlimited
Maryland Interactive Technologies	The Business Disc	Sophisticated simulation leads user through the steps of planning and managing a small business.	512K (laser disk)	\$2,995	IBM PC and comp.; MS DOS	No	No/2-week loan	150/2 years	No	Yes/free, unlimited
Realty Systems	REAL/Easy Analysis	Sales/marketing management tool; esp. for real estate industry.	640K (hard disk)	\$795	IBM PC and comp.; DOS 3.1+	Novell	Yes/\$39.50	1,200/11 years	Yes/on-site, fees	Yes/30 days free
The Sachs Group	THE MARKET PLANNING†	Customized integration of functions: forecasting, database management, cross-tabulation, mapping, graphing, communications; esp. for medical sales reps/managers.	640K (20MB hard disk)	\$30,000	IBM PC-AT, PS/2 and comp.; DOS 3.0+	All major	No	175+/3 years	Yes/included	Yes/free, unlimited
SUCCESSware	Executives Market Decision Kit†	Helps managers target markets, price products, select ad programs, prioritize sales leads.	256K	\$299	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	300+/1 year	No	Yes/free, unlimited
Technology Development	SalesMaker	Marketing management, sales management, automatic fulfillment, telephone sales, planning, reporting.	640K	\$3,995	IBM PC and comp.; MS-, PC DOS 3.0+	All major	No	110/1 year	Yes/on-site, fees	Yes/1 year free, then contract

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/SYS.	NETWK.	DEMO/\$	#/AGE	TRAIL.	PHONE	
MARKETING PLANNING										
Execucom Systems	IFPS Personal	Complete business planning, analysis, modeling.	512K	\$895	IBM PC and comp.; DOS 3.0+	All major	Yes/free	12,000/6 years	Yes/off-site, fees	Yes/contract
Experience in Software	The Idea Generator Plus	Unique brainstorming tool to develop ideas and solutions to problems in marketing and sales planning.	256K	\$195	IBM PC; DOS 2.0+	No	Yes/\$10	6,000/4 years	No	Yes/free, unlimited
Lawco	Zip Action Plan†	Research package outlines goals/objectives in terms of strategies, resources, activities.	128K	\$198.98	IBM PC and comp.; DOS 2.0+	No	No	1,500/3 years	No	Yes/30 days free
MarketWorks	The Marketing Manager†	Program guides user through the process of producing a marketing plan.	256K	\$299	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	All major	Yes/\$20	5,000/1.5 years	Yes/disk	Yes/free, unlimited
RightNICHE	RightNICHE	Helps develop effective advertising/marketing strategy; works with Pagemaker templates to mock up ads.	Mac Hypercard 1.2.2	\$89.95	Mac+, SE, II	No	Yes/free	1,000+/1 year	No/manual	Yes/free, unlimited
The Sachs Group	MP Target†	Health care consumer-targeted marketing, segmentation, media preference.	640K (20MB hard disk)	\$7,500	IBM PC-AT, PS/2 and comp.; DOS 3.0+	All major	No	New	Yes/included	Yes/free, unlimited
Scarsdale Marketing	PROPLANSYS†	Promotion planning program designed to help consumer and trade promotion planners improve their control.	240K	\$2,900	IBM PC and comp.; MS-, PC DOS 2.1+	No	No	50+/6 years	Yes/on-site, fees	Yes/30 days free
SUCCESSware	Marketing Edge 4†	Exp. for product managers: 16 decision-enhancing marketing planning applications that work with Lotus 1-2-3.	256K	\$399	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	10,000+/3.5 years	No	Yes/free, unlimited
SUCCESSware	Target Market Selector†	Helps managers prioritize/target markets.	256K	\$199	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1+	All major	No/30-day guarantee	1,500+/1 year	No	Yes/free, unlimited
Symantec	MORE II	Advance planning, writing, desktop presentations.	1MB	\$395	Mac+, SE, SE/30, II, IIX, IIXc	No	Yes/free	New	No	Yes/free, unlimited
MEETING PLANNING										
ACEware Systems	Conference Coordinator	Registration management providing invoices, confirmations, name tags, mailing labels, reports, financial statistics.	640K	\$995 - \$1,895	IBM PC-AT and comp.; MS DOS	All major	Yes/\$25	50/5 years	Yes/off-site, one day free	Yes/one year, free
Administrative Headquarters	Trip Mate†	Simultaneously tracks and registers up to 96 groups of people in 9 cities by hotel, room, arrival, and departure details.	640K	\$1,995-\$3,495 & up	IBM PC and comp.; DOS	All major	Yes/\$15	14/1 year	Yes/on-off-site, fees	Yes/60 days free, then contract
Applied Econometrics	MOST†	Automates convention sales and marketing, call tracer, tickler, account data, call reports, recommended for IACVB members.	640K	\$6,000 (IACVB members)	IBM PC; DOS	LAN	Yes/free	10/1 year	Yes/on-off-site, fees	Yes/fees
The Association Store	Lil Badger System†	Badge making, housing reports, airline manifest, conference book-keeping, preregistration, custom fonts and logos.	256K	\$295-\$595	IBM PC and comp.; DOS	LAN	Yes/\$25	50+/4 years	No/on screen	Yes/free, unlimited
Aztech	CentralWare†	Customized demographic database, labels, rosters.	640K	\$695	IBM PC and comp.; DOS	Novell	Yes/free	50/6 years	Yes/included	Yes/free, unlimited
Aztech	ConferenceWare†	Unlimited tracking of conferences, events, fees, participants, payment history, hotels; produces badges, tickets, reports, bills.	640K	\$1,995 & up	IBM PC and comp.; DOS	Novell, iChast	Yes/free	25/3 years	Yes/included	Yes/free, unlimited
Aztech	NoteWare†	Equivalent to Post-it notes; esp. for meeting planners.	640K	\$695	IBM PC and comp.; DOS	Novell	Yes/free	15/1.5 years	Yes/included	Yes/free, unlimited
CME Assoc.	Complete Meeting Manager	Tracks attendees; prints name tags, diplomas, mailing lists.	512K	\$2,995	IBM PC and comp.; DOS 2.0+	IBM PCLAN, Novell	No/evaluation, \$200	30+/2 years	No/manual	Yes/1 year free
Computer Solutions & Development	ConEx Conference Express†	Financial details of registration: payments, sessions per conference.	540K	\$1,995-\$4,995	IBM PC and comp.; DOS	Novell	Yes/free	36/2.5 years	Yes/on-site fees	Yes/contract
Computer Solutions & Development	MemEx Member Express†	Organizes accounting, billing, mailing labels, form letters.	540K	\$1,995-\$4,995	IBM PC and comp.; DOS	Novell	Yes/free	48/3 years	Yes/on-site fees	Yes/contract
Convention Central	DecoWest†	Maintains data for convention attendance: hotels, air/ground arrangements, events; detailed reports for suppliers.	512K	\$3,500	IBM PC and comp.; DOS	No	No	New	No/manual	Yes/3 months free
Dynamic Software Systems	DSS/Exact	Prospective client and lead tracking; convention management, registration, speakers' bureau database; integrated accounting applications.	1MB	\$1,000-\$2,500	Wang VS under PACE	LAN	No	New	Yes/on-site, free	Yes/free, unlimited
ETS Center	Name Processor†	Database for handling names/addresses for mailing lists and meetings; prints labels, badges, logos.	256K	\$149	IBM PC and comp.; DOS	Novell	Yes/free	2,000+/5 years	No	Yes/free, unlimited
G.G. Tauber	Badgepro	Makes badges, customizes logos; three fonts, six points sizes.	640K (1/2MB printer)	\$395	IBM PC and comp.; DOS	All major	Yes/free 10-day trial	36/1 year	No	Yes/free, unlimited
International Conference Management	Event Manager Series†	Registers individuals for unlimited events and sessions; tracks attendees, speakers, exhibitors, vendors, hotels, rates, room types, and reservations; accounting.	640K (hard disk)	\$2,995-\$5,995	IBM PC and comp.; DOS	Token Ring, Novell, 3Com	Yes/free	5/1 year	Yes/on-off-site, fees	Yes/free until up and running

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/STE.	NETWL.	DEMO/\$	#/AGE	TRAIL.	PHONE
K/M Data Systems	K/M Registrar + †	Registers participants' activities, fees, and show income; produces 15 reports and bills; modules for academic applications.	520K	\$995-\$1,995	IBM PC and comp.; MS DOS	Novell; IBM Token Ring	Yes/\$14.95	50+ / 5 years	Yes/on-site, fee	Yes/free
Marketech Int'l.	MSSP: Meeting Site Select Program	Optimizes expenses in selecting travel arrangements, meeting sites, food, lodging.	132K	\$265	IBM PC and comp.; MS DOS	No	Yes/\$10	300/ 2 years	No	No
MastrSoft	Conference Auto-Ministrator†	Tracks conferences, hotels, attendees, speakers; billing.	640K	\$2,495	IBM PC and comp.; MS DOS	No	Yes/\$55	50/6 years	Yes/on-off-site, fees	Yes/contract
Peoploware	ListPro	Mailing list and professional credit tracking system for past registrants; transcripts, direct mail labels, letters.	512K (hard disk)	\$745-\$1,495	IBM PC and comp.	All major	Yes/\$50	300/ 8 years	Yes/on-off-site fees	Yes/contract
Peoploware	MeetingPro II†	Integrated registration management system for seminars and conferences; report generator, lists, letters, typeset quality badges.	512K (hard disk)	\$995-\$3,995	IBM PC and comp.	All major	Yes/\$50	400/ 8 years	Yes/on-off-site fees	Yes/contract
Peoploware	NameTags Plus†	On-site and premeeting system produces typeset quality badges, certificates, table tents; exports to word-processing systems for personalized confirmations.	512K (hard disk)	\$245-\$445	IBM PC and comp.	All major	Yes/\$50	125/1 year	No	Yes/contract
Peoploware	Speaker Scheduling System†	Integrated speaker/instructor/event scheduling system; database with speaker bios, fees, evaluations.	512K (hard disk)	\$745-\$1,495	IBM PC and comp.	All major	Yes/\$50	New	No/tutorial	Yes/contract
Phoenix Solutions	MeetingTrak†	Meeting registration tracks registrants, sessions, events; creates name tags; mail-merge; financial reports.	480K	\$1,995/ user	IBM PC and comp.	Novell, 3Com, Ethernet, Token Ring	Yes/free	700/ 5 years	Yes/on-off-site, fees	Yes/free, unlimited
System Dynamics	CRIS: Conference Registration Information System†	For small and medium-sized conferences (up to 5,000 participants); program generates participant reports, tracks fees, breaks participation into categories.	256K	\$700	IBM PC and comp.; MS-, PC DOS 2.0+	No	No/30-day guarantee	180+ / 5 years	No/tutorial	Yes/free, unlimited
Topitzes and Assoc.	E-2/Tag	Prints name tags, certificates, table tents, overheads for presentations.	128K	\$99	Mac IIe, IIc and comp.	No	Yes/free for 20 days	150/ 3 years	Yes/ phone only	Yes/1/2 hour free
Topitzes and Assoc.	PC/NameTag I, II & III†	Name-tag and database registration software; stores/sorts on 18 fields; generates typeset quality name tags and certificates; mailing labels, reports; import/export.	256K-384K	\$299-\$599	IBM PC, Mac and comp.; DOS	No	Yes/free for 20 days	1,670+ / 4 years	Yes/ phone only	Yes/1/2 hour free
Travco Management Systems	Meeting Manager Plus	Consolidates/tracks: arrivals/departures, accommodations, transportation, food/beverages, programs, recreation/entertainment; on-site computer reports, electronic notepads, and spreadsheet capabilities.	640K	\$5,995	IBM PC and comp.; DOS 3.0+	All major	No	23/2 years	Yes/off-site, included	Yes/included

PERSONAL MANAGEMENT

Abend Assoc.	CallBack	System for salespeople/managers to track phone calls and action taken.	2MB	\$695 & up	Oracle RDBMS	All major	Yes/\$59 trial copy	75/1 year	Yes/on-site, fee	Yes/30 days free
Brightbill-Roberts	HyperPAD	Daily, monthly, yearly calendar; phone/addresses, expense tracking, graphics.	384K	\$99.95	IBM PC and comp., DOS 2.1+	All major	Yes/free	New	Yes/off-site	Yes/free, unlimited
Britz Publishing	Eight-in-One	Desktop organizer, outlines for writing, word processor, spreadsheets, database, graphics.	384K	\$59	IBM PC and comp., DOS 2.1+	No	Yes/\$59	150,000/2 years	No/manual	Yes/free, unlimited
Campbell Services	Reminder Plus	Time and management program, follow-up, mini database.	340K	\$239	IBM PC and comp., MS DOS 2.1	No	Yes/free	5,000+/2 years	Yes/phone only	Yes/free, unlimited
Campbell Services	Reminder System	Time and management program, follow-up.	256K	\$99	IBM PC and comp., MS DOS 2.1+	No	No/evaluation copy	12,000/5 years	Yes/phone only	Yes/free, unlimited
DAC Software	Rolodex Live†	Memory resident personal information manager.	256K	\$49.95	IBM PC and comp.; DOS 2.1+	No	No	10,000/1 year	No	Yes/contract
DayFlo Software	DayFlo TRACKER	Database for text and data, modifiable forms and reports; esp. for managers.	384K	\$195	IBM PC or comp.; DOS 2.1+	All major	Yes/\$20	10,000+/3 years	Yes/on-site, fees	Yes/free, unlimited
Lawco	Decision Aids	To-do list, calendar, criteria rank, alternative routines.	128K	\$99.95	IBM PC and comp.; DOS 2.0+	No	No	1,500/3 years	No	Yes/30 days free
People and Contacts	People and Contacts	Maintains personal calendar of contacts/schedules; telemarketing support with auto-dial, direct mail support with labels, prints rolodex cards.	384K	\$197	IBM PC and comp.; DOS 2.0+	No	No	1,000/3 years	No	Yes/1 year free
Performer Systems	PERFORMER	Integrated program for salespeople organizes/tracks time schedules, contacts, client information.	640K	\$149.95-\$295	IBM PC and 100% comp.	All major	Yes/\$15	New	Yes/on-site, fees	Yes/30 days free
Polaris Software	Polaris Pack/Rat	Personal information manager organizes appointments, calendar, data; telephone dialer.	512K (hard disk)	\$395-\$695	IBM PC, PS/2 and comp.; MS DOS, OS/2	All major	Yes/\$15	3,000+/1 year	Yes/free tutorial or on-site, fees	Yes/free, unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/FTS.	INT'L.	DEMO/S	#/AGE	TRAIL.	PHONE
Popular Programs	Pop-Up DeskSet Plus	System combines two word processors, address book, schedules, financial calculator, alarm clock, phone dialer.	20K \$69.95-\$129.95	IBM PC-XT, -AT and comp.; DOS 2.0 +	Novell	No	400,000/7 years	No	Yes/free, unlimited
Popular Programs	Pop-Up Today	Daily, weekly, monthly to-do lists; automatically sorts any field.	40K \$39.95	IBM PC-XT, -AT and comp.; DOS 2.0 +	Novell	No	20,000/3 years	No	Yes/free, unlimited
Spinnaker Software	Résumé Kit	Formats résumés, produces fonts for typeset look; database for contacts, calendar, full word processor.	384K \$49.95	IBM PC and comp.; DOS 2.1 +	No	Yes/free	40,000 + /1 year	No	Yes/free, unlimited
Star Software Systems	Venture—The Entrepreneur Handbook†	Database and word processor with business plans/documents, spreadsheets, double entry general ledger, graphics.	512K \$349	IBM PC and comp.; MS DOS 3.0 +	All major	No/video \$19.95	New	Yes/on-site, fees	Yes/30 days free, contract
Symmetry Corp.	Acta	Desk accessory: outlines, plans, organizes, sorts.	512K \$129	Mac +; Mac 6.0 +	All major	Yes/\$5	30,000 + /3 years	No/manual	Yes/free, unlimited
Valor Software	Info-XL†	Combines/links/stores unlimited amounts of personal/business data; client management, research, letters.	384K \$295	IBM PC and comp.; DOS 2.0 +	No	Yes/free	5,000 + /2 years	Yes/on-off-site, fees	Yes/free, unlimited
PRICING									
Information Science Assoc.	System Quote†	Creates custom quotes and proposals for product, maintenance, leasing agreements; quotation analysis; technical information library.	640K \$695	IBM PC and comp.; DOS 3.0 +	Novell	No/video, \$25	350/3 years	No	Yes/contract
Marketools	GRUNT-WORKS†	Forecasting, pricing, promotion, evaluation of products/sales in a marketing context.	256K \$395	IBM PC-XT, -AT and comp.; DOS	All major	No	100 + /3 years	Yes/on-off-site fees	Yes/free, unlimited
The Sachs Group	The Contract Planner†	Models/alternative pricing strategies for contracts.	640K (20MB hard disk) \$35,500	IBM PC-AT, PS/2 and comp.; DOS 3.0 +	All major	No	New	Yes/included	Yes/free, unlimited
SUCCESSware	Pricing Edge†	Helps set optimum competitive prices for new products, assists with repositioning of prices for existing products.	256K \$199	IBM PC-XT, -AT, PS/2 and comp.; MS-, PC DOS 2.1 +	All major	No/30-day guarantee	700 + /1 year	No	Yes/free, unlimited
PRODUCT MANAGEMENT									
AGS Management Systems	MULTI/CAM	Integrated systems development and product management.	640K \$4,000	IBM PC and comp.; DOS 2.0 +	LAN	Yes/free	450/3 years	Yes/on-site, fees	Yes/free, unlimited
Apion Software	Decision Pad	Interactive worksheets help customers make choices, produce data for analysis.	256K \$195	IBM PC and comp.; DOS 2.0 +	All major	Yes/\$10	1,000 + /2 years	Yes/on-off-site, fees	Yes/unlimited, free
Applied Systems and Technology	TrAid-Names	Interactive program creates new products, services, business names.	512K \$159	MAC and IBM PC and comp.; MOS or MS DOS	All major	No	300 + /2 years	No/manual	Yes/free, unlimited
Caddylok Systems	On Schedule	Planning-and-scheduling program creates schedules, assignments, tasks for large projects.	256K \$89.95	IBM PC and comp.; DOS 2.0 +	No	No	3,000/2 years	No/tutorial	Yes/free, unlimited
Caddylok Systems	Take Stock†	Comprehensive inventory system tracks prices and vendor information for 3,200 items in 19 categories; prints purchase orders and labels.	256K \$89.95	IBM PC and comp.; DOS 2.0 +	No	No	New	No	Yes/free, unlimited
Information Resources	Apollo Space Management System	For suppliers to address merchandising efficiency; financial analysis; traffic flow.	1.5MB plus \$40,000-640K	IBM PC and comp.; MS DOS	No	No	700/5 years	Yes/on-off-site, fees	Yes/contract
Information Resources	Laptop Apollo	Store-level merchandising; information entry and analysis.	640K \$8,000	All major laptops	No	No	50/1 year	Yes/on-off-site, fees	Yes/contract
Information Resources	TotalStore Apollo	Merchandising analysis and support.	640K \$10,000	IBM PC and comp.; MS DOS	No	No	200/2 years	Yes/on-off-site, fees	Yes/contract
Management Control Systems	PROMASTER: Project Evaluator	Systematizes gathering of market data and costs for starting a new product.	512K (hard disk) \$89	IBM PC and comp.; DOS 2.0 +	No	No	250 + /3 years	Yes/on-site, fees	Yes/45 days free
MarketWare	Pegman A. I. (Automated Intelligence)	Automatically organizes regularly and irregularly shaped products into space optimized planograms; tracks and displays inventory.	640K \$9,600	IBM PC and comp.	All major	Yes/\$100	New	Yes/on-site, fees	Yes/free, unlimited
MarketWare	Pegman Plus	Retail space management allows presentation quality planograms of corded, boxed, and shelved products up to 32'.	640K \$5,600	IBM PC and comp.	All major	Yes/\$60	New	No	Yes/free, unlimited
Sage Worldwide	accuSPACE Shelf Manager†	Organizes shelf space/position, calculates DPP by products/categories/square feet/return-per-linear-foot.	684K \$6,778 and down	IBM PC and comp.; DOS	No	Yes/free	100 + /1.5 years	Yes/on-site fees	Yes/contract
Sawtooth Software	ACA System for Adaptive Conjoint Analysis	Conjoint trade-off analysis for product development, simulates impact on market share of changes in product features/prices.	265K \$1,500-\$3,000	IBM PC and comp.; DOS	No	Yes/free	750/4 years	No	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/SYS.	NETWK.	DEMO/\$	#/AGE	TRAIN.	PHONE	
SPAR	SPARTRAC†	Organizes in-store factors and assesses their impact on clients'/competitors' products.	640K	\$10,000 & up	IBM PC-AT and comp.; MS DOS	All major	Yes/\$5	150 + / 5 years	Yes/ included	Yes/ included
TBX Inc.	FasTRACK	Traffic management system tracks 1,000 products at once.	256K (hard disk)	\$995	IBM PC-XT, MS DOS	All major	Yes/\$5	6 + / 2 years	No/ manual	Yes/free, unlimited
Vocam Systems	SHIPTRAC'R Autoplanner	Manages vendor deliveries, customer shipments, route planning, freight and bill audits/claims; analysis.	640K	\$2,000	IBM PC-AT and comp.; MS-, PC DOS 3.3	All major	Yes/\$25	45 + / 6 years	Yes/on-off-site, fees	Yes/free, unlimited

PROJECT MANAGEMENT

AGS Management Systems	WINGS/PC	Multuser project management and budgeting system with scheduling and cost capabilities.	640K	\$3,900-\$9,995	IBM PC and comp.; DOS 2.0 +	LAN	Yes/free	200/ 4 years	Yes/on-site, fees	Yes/free, unlimited
Chronos Software	WHO-WHAT-WHEN	Person, project, time management; generates reports; builds time lines; mailing list; auto-dialer.	512K	\$295	IBM PC and comp.; DOS 2.0 +	No	Yes/free	35,000/ 1.5 years	Yes/on-off-site, fees	Yes/free, unlimited
Chronos Software	WHO-WHAT-WHEN ENTERPRISE	In real time: person, project, time management; generates reports; builds time lines; mailing list.	640K	\$695	IBM PC and comp.; DOS 3.1 +	Novell, LAN	Yes/free	New	Yes/on-off-site, fees	Yes/free, unlimited
Computer Aided Management	ViewPoint Project Management Software	Project planning and scheduling, resource and cost analysis, tracking and reporting, multiple calendars, diagrams.	512K	\$2,990	IBM PC and comp.; DOS 2.1 + (hard disk, color monitor)	LAN, Novell, 3Com, Banyan	Yes/free	10,000/ 4 years	Yes/ off-site, 3 days free	Yes/free, unlimited
Digital Marketing	MILESTONE	Business project planning.	128K	\$99	IBM PCs and comp.; DOS 2.0 +	All major	No	12,000/ 8 years	No	Yes/free, unlimited
InstaPlan	InstaPlan†	Planning tool for project management and spreadsheet; produces overheads and handouts.	640K	\$99-\$495	IBM PC and comp.; DOS 2.1 +	Novell	No/30-day free trial	30,000/ 3 years	Yes/on-site, fees	Yes/free, unlimited
Symantec	TimeLine 3.0†	Project management program helps track time/resources; outlining, resource-driven scheduling, resource leveling and histogramme.	640K	\$595	IBM PC and comp.; MS-, PC DOS 3.0 +	All major	Yes/free	150,000/ 5 years	Yes/on-site, fees	Yes/free, unlimited

SALES ANALYSIS

SPAR	SPAR†	Assists sales manager in assessing incremental changes in promotional programs, analyzes/forecasts effects.	640K	\$20,000 and up	IBM PC-AT and comp.; MS DOS	All major	Yes/\$5	20 + / 3 years	Yes/ included	Yes/ included
Spring Systems	MktSim Marketing Simulation 2.2†	Collects data on competitors, plays "what if" with marketing mix variables for planning/forecasting, hypertext on-line documentation.	256K	\$249.95	IBM PC and comp.; MS DOS, OS/2	All major	Yes/trial, \$20	New	Yes/on-site, fees	Yes/free until up and running
Spring Systems	Turbo Spring Stat 3.0†	Twenty modules for complete data management from elementary statistics to multivariate procedures, time series.	385K	\$39.95-\$469.95	IBM PC and comp.; MS DOS, OS/2	All major	Yes/trial, \$15	New	Yes/on-site, fees	Yes/free until up and running
SPSS	SPSS/PC + †	Advanced statistics, table building, time-series analysis, forecasting, graphics, mapping, conjoint/correspondence analysis.	512K	\$795	IBM PC and comp.; MS-, PC DOS	All major	No	28,000/ 5 years	Yes/on-site, fees	Yes/free, unlimited
Strawberry Software	A-CROSS	Survey research/questionnaire data-analysis system works with dBase/Lotus/mainframe data.	512K (hard disk)	\$995	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0 +	All major	Yes/free	1,000 + / 2.5 years	Yes/on-site, fees	Yes/free, unlimited
TOM Software	System IV†	Tracks/analyzes sales/commissions; performs other sales/marketing functions including split commissions.	56K	\$1,000 & up	IBM PC-XT, -AT, PS/2 and comp.; MS/Super DOS	Novell	No	5,000 + / 2 years	Yes/on-off-site, fees	Yes/ contract
Transoft	The Profil Center†	Sophisticated business analysis using real-time graphing and break-even analysis; forecasts with or without complete information.	512K	\$695	Mac	No	No	New	No	Yes/free, unlimited
Zone1	Hyper-XCall	Using FORTRAN subroutines compiled with MacFortran, program creates market-models and simulations for analysis.	1MB	\$99	Mac +, SE, II; Mac 4.1 +	AppleTalk	No	New	No	Yes/free, unlimited

SALES & MARKETING

Advanced Market- ing Systems	CAS†	Customized marketing and sales automation for medium/large co.s; prospecting, telemarketing, lead tracking, order entry, sales forecasting, account management.	640K	\$2,500	DEC PC and comp.	All major	No	2,500/ 5 years	Yes/on-off-site, fees	Yes/free, unlimited
Argonaut Systems	Sales Commission Tracker†	Tracks sales commissions from direct and distributor sales, analyzes sales activity.	512K	\$45	IBM PC and comp.; MS DOS	No	Yes/\$5	New	No	Yes/free, unlimited
Gateway Systems	SYNERGIST†	Custom applications for all sales force automation modules; built-in database, catastrophic recovery capabilities.	512K	\$1,500-\$15,000	IBM PCs and laptops	No	Yes/free	60 + / 5 years	Yes/on-off-site, fees	Yes/free unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MINI.	PRICE	HARDWARE/STB.	NETWK.	DEMO/\$	#/ADS	TRAIN.	PHONE
Green Light Software	Client Portrait†	Organizes client information for marketing purposes; identifies conflicts of interest.	512K	\$6,950	Mac	All major Mac	Yes/\$10	50-100/2 years	No/manual	Yes/free, unlimited
Mel Long Assoc.	Combi-Names II	Helps manager create names for new products, services, companies.	320K	\$99	IBM PC-XT, -AT, PS/2 and comp.; DOS 2.1 +	No	Yes/\$10	168/1.5 years	No	Yes/free, unlimited
SimpliSoft Products	The Unspreadsheet†	English-language calculator with 100 applications for sales/marketing management.	256K	\$49.95	IBM PC and comp.; DOS 2.0 +	All major	No	15,000/4 years	Yes/on-off-site, fees	Yes/free, unlimited
Tronsoft	Business Power of Attorney†	Document processor with an exhaustive library of customizable business forms on topics like sales/distribution agreements, purchase agreements, employment, service-confidentiality agreements.	512K	\$1,495	Mac	No	No	New	No	Yes/free, unlimited

SALES & MARKETING ANALYSIS

Market Statistics	GIS: Geographic Information System†	Package can analyze information and sales data for any geography in U.S., including your own sales territories or future sites, and then easily manipulate them geographically; results can be displayed on a screen, map, or spreadsheet.	640K	\$5,950-\$50,000	IBM 286, 386, and comp.; DOS 3.3	All major	No	25/2 years	Yes/2 full days on site, free	Yes/free, unlimited
Market Statistics	YMC: Your Marketing Consultant-Consumer†	Thirty-nine consumer variables for all counties, metros, ADIs, DMAs or, your sales territory; sets sales goals, measures market performance.	512K	\$1,000	IBM PC and comp.; DOS 2.1+	No	No	200/4 years	No	Yes/free, unlimited
Market Statistics	YMC-BTB: Your Marketing Consultant-Business-to-Business†	Thirty-nine business-to-business variables for all counties, metros, ADIs, DMAs, or your sales territory; sets sales goals, measures market performance.	512K	\$1,000	IBM PC and comp.; DOS 2.1+	No	No	100/4 years	No	Yes/free, unlimited

SALES FORECASTING

Application Consulting Group	ACG Forecast Window†	Integrated sales forecasting with automated statistical calculations, reporting, and graphics; esp. for consumer packaged goods co.s.	640K	\$30,000	IBM PC, PS/2 and comp.; DOS	LAN, Novell	No	4/1 year	Yes/included	Yes/contract
Business Forecast Systems	Forecast Pro†	Forecasting by taking historical data that is extrapolated to future.	512K	\$495	IBM PC and comp.; DOS	No	Yes/free	500+/2 years	Yes/on-off-site, fees	Yes/free, unlimited
Business Forecast Systems	Foresee	Forecasting for Lotus 1-2-3.	640K	\$149.50	IBM PC and Lotus 1-2-3	No	No	New	No	Yes/free, unlimited
Free World Marketing	ForeCaster†	Forecasts projected sales for field territory reps by month, product, manufacturer.	256K	\$395	IBM PC; DOS 2.0+	All major	Yes/\$25	New	Yes/on-site, fees	Yes/90 days free, then contract
Management Science Assoc.	Market Impact†	New product sales forecasting, concept evaluation, planning and control.	512K (1.6MB hard disk)	\$10,000-\$12,500	IBM PC and comp.; DOS 2.1+	No	Yes/free	50/3 years	Yes/on-site for installation, free	Yes/free, unlimited
Market Engineering Corp.	Crystal Ball	Forecasting program uses "MonteCarlo" simulation to graphically illustrate the entire range of results for a particular situation; built-in spreadsheets.	1MB	\$395	MAC+, SE, II, IIcx, IItx, SE30	MAC comp.	Yes/\$10	1,000+/1 year	No/consulting	Yes/free, unlimited
MarketWorks	The Sales Forecaster	Produces three types of sales forecasts without Lotus 1-2-3: most likely, expected value, and risk analysis.	256K	\$349	IBM PC-XT, -AT, 386, PS/2 and comp.; MS DOS 2.0+	No	Yes/\$20	New	Yes/disk	Yes/free, unlimited
Resource N	Plans 'n Totals†	Forecasting tool with budgeting, financial planning applications.	512K	\$99	IBM PC and comp.; DOS 2.0+	All major	Yes/\$5	6,000/5 years	No/manual	Yes/fees
Scientific Computing Assoc.	PC-UTS	Forecasting and time-series analysis using Box-Jenkins methodology.	640K (hard disk)	\$745	IBM PC, Mac and comp.; DOS, OS/2	No	No	500+/3 years	No	Yes/free, unlimited
SmartSoftware	SmartCosts III†	Forecasting tool for sales/marketing managers with expert system graphics and data analysis; projects sales, demand, costs, revenues.	256K	\$495	IBM PC and comp.; MS-, PC DOS	All major	Yes/\$15	3,500+/5 years	Yes/off-site, fees	Yes/free, unlimited
SmartSoftware	SmartForecasts II BATCH/300†	BATCH processing for large forecasting jobs; handles 300 items per file, reads/writes ASCII, DIF, Lotus, Symphony.	640K (hard disk)	\$2,500	IBM PC-XT, AT and comp.	All major	No	New	Yes/off-site, fees	Yes/free, unlimited
Solar Additions	Prospect Management System†	Custom-developed for client's specifications on sales forecasting, sales management applications.	1MB	\$1,500 & up	IBM, Mac; MS DOS	All major	No	14/9 years	Yes/included	Yes/included
SPAR	SPARCAST†	Forecasting system takes into account the effects of current events on marketing strategy.	640K	\$10,000 & up	IBM PC-AT and comp.; MS DOS	All major	Yes/\$5	New	Yes/included	Yes/included
Symantec	The Budget Express	Tailors Lotus 1-2-3 for forecasts and other planning applications.	64K	\$149	IBM PC-XT, -AT, PS/2 and 100% comp.; Lotus 1-2-3	All major	Yes/free	New	No	Yes/free, unlimited
Technical Sales & Marketing Assoc.	FORECASTER†	Sales forecasting program for manufacturers or distributors/reps who sell products/services.	512K	\$495	IBM PC-XT, -AT, PS/2 or comp.; PC-, MS DOS	No	Yes/free	New	Yes/on-off-site, fees	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	SEAL. PRICE	HARDWARE/STE.	NETW.	DEMO/5 #/AGE	TRAIN.	PHONE		
TeLevell	TeleSell-Sales Manager Module†	Develops strategies, identifies trends, forecasts sales by product/customer/rep/territory/division; fully customizable reports.	640K	\$595-\$1,295	IBM PC and comp.; PC DOS 3.0 +	3Com, MSNet, Novell	No	40/1 year	Yes/on-off-site fees	Yes/free, unlimited
TMS Systems	Easy Coster†	Menu-driven forecasting package incorporates 10 forecasting techniques and 4 data analysis methods.	256K	\$295	IBM PC and comp.; DOS 2.0 +	All major	Yes/\$50	250 + /5 years	Yes/on-site fees	Yes/1 year free
TMS Systems	Multi Coster†	Automatically forecasts any number of products in a spreadsheet environment; creates reports.	640K	\$1,495	IBM PC-AT and comp.; DOS 3.3 +	All major	Yes/\$50	New	Yes/on-site, fees	Yes/1 year free
SALES MANAGEMENT										
Advanced Microlink Systems	Domino Sales Manager†	In/outbound calling, scripting, lead tracking, call analysis, sales projections and tracking, to-do list, word processing, reports.	640K	\$995-\$1,995	IBM PC, DOS 3.0 +	All major	Yes/\$49	15/1 year	Yes/\$75 per hour	Yes/90 days free
Bits and Bytes	Sales Manager's Companion	Tracks sales, territories, quotas, comparisons among salespeople; produces bar chart.	256K	\$159	IBM PC and comp., MS DOS	No	Yes/free	1,000/1.5 years	Yes/on-site, fees	Yes/free, unlimited
Commercial Data Systems	TeleCall A/B/C†	Integrated package for salespeople selling to individual clients or to businesses.	640K	\$995-\$30,000	IBM PC, and comp., DOS	Unix	No	100 + /4 years	Yes/on-off-site, fees	Yes/\$60 per hour
Computer Technology Consultants	A.S.I.S.	Prospect and customer management, history, and follow-up; forecasting and analysis, order status, expense reporting.	640K	\$495 & up	IBM, DEC, micros, mainframes, and laptops; DOS, Unix, Xenix	Novell, 3Com, Banyan, IBM Token Ring	Yes/free	200/3 years	Yes/on-off-site, fees	Yes/3-year contract
Contact Software Int'l.	ACTI	Word processing, telemarketing, and time management for salespeople/managers; organizes daily business activities.	460K	\$395	IBM PC and comp., DOS 2.0 +	Novell	Yes/video, \$15	80,000/2 years	No	Yes/free, unlimited
Contact Software Int'l.	MERGE-UPDATE†	Merges files and data from other software packages without overriding or duplicating.	256K	\$189	IBM PC and comp., DOS 2.0	All major	No	New	Yes/through dealer	Yes/free, unlimited
Dilig Publ.	LetterMaster ADVANCED†	Sales automation, client tracking, callbacks, word processor, letters, scripting, expense tracking, auto-dial.	512K-640K	\$495	IBM PC and comp.	Novell	No	New	No	Yes/free, unlimited
Dun's Marketing Services	Dun's SalesSearch	Helps sales/marketing managers control sales cycle from analysis through sale.	512K (hard disk)	\$495	IBM PC-AT, -XT, and comp.; MS DOS 2.0 +	No	Yes/free	100/2 years	No	Yes/free, unlimited
Envoy Systems	SalesMate†	Integrated, customized field sales force system for account and territory management; order entry, E-mail, personal information management.	640K	\$500-\$1,500	IBM PC-XT, -AT and comp.; laptops; DOS	No	Yes/free	2,000 + /6 years	Yes/on-site, fees	Yes/free, unlimited
Esprit Software Technology	SELLSTART-UP†	Especially for sales management and territory analysis.	640K	\$695	IBM PCs and comp.; DOS 2.1 +	No	Yes/free	New	No	Yes/90 days free
ETS Systems	Sale Focus†	Sales management tool organizes and tracks incentive compensation, sales.	640K	\$6,000	IBM PC-XT and comp.; DOS 2.0 +	No	No	80/5 years	Yes/on-site, fees	Yes/60 days free, then contract
Evergreen Ventures	The Sales Associate	Sales package for managers and salespeople.	384K	\$124.95	IBM PC and comp.; DOS 2.0 +	No	No	65/2 years	No	No
First Phase	Daily Routine	Creates agenda of follow-up activities, customer history files, call and time reports, quotation summaries, memos, mileage data, merge files.	195K	\$49.95	IBM PC; MS DOS 2.0 +	No	No	200 + /2 years	No	Yes/free, unlimited
Hugh Carver Group	Sales Solution Pack†	Library of complete sales and marketing management programs; integration capabilities.	512K	\$300-\$1,000	IBM PC and comp.; MS-, PC DOS, Unix, PS/2	Novell	No	20/2 years	Yes/on-site, fees	Yes/contract
Information Research	Syzygy	Operates over LAN giving managers the status of projects, salespeople; Gantt charts, to-do lists.	512K	\$395-\$2,995	IBM PC and comp.; DOS 3.1 +	LAN	Yes/free	200/1 year	No	Yes/30 days free
Information Resources/Javelin Products Group	EXPRESS Sales Management System†	Territory management system for sales managers.	640K	\$50,000-\$125,000	IBM PC and comp.; MS DOS	All major	Yes/\$5	30/2 years	Yes/included	Yes/free, unlimited
The Intelligent Technology Group	ClientTrak†	Relationship management system esp. for sales and marketing productivity.	640K	\$12,000 +	IBM PC-AT and comp.; DOS 2.0 +	All major	No	500 + /5 years	Yes/included	Yes/free, unlimited
John M. Roche	KNOWLEDGE Sales Process†	Using existing forms, customized program tracks customers/prospect/competition; territory analysis, direct mail, national account information.	384K	\$2,000 & up	IBM PC-XT, -AT, PS/2 and 100% comp.	No	No	12 + /5 years	Yes/included	Yes/included
Julian Systems	AMS: Automated Management System†	Tracks sales by salesperson, product, history; inventory and order tracking; mail merge.	2MB	\$5,000	Macintosh, MacPlus	All major	Yes/\$10	New	Yes/on-off-site	Yes/included
KD Systems	Quorts	Order and commission tracking; esp. for manufacturers' reps.	640K	\$1,500-\$2,300	IBM PC/AT and comp., MS-, PC DOS 2.1 +	Allay	Yes/\$50	12/7 years	Yes/free	Yes/12 hours free
Logic Design Corp.	Sales Management System†	Telemarketing, lead tracking, form-letter generation, customized order entry, inventory.	640K	\$2,495 & up	IBM PC and comp.; DOS, Unix	Unix	No	New	Yes/on-site, fee	Yes/contract

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	REQ. PRICE	HARDWARE/STL. HWTEL.	DEMO/S #/AGE	TRIAL PERIOD				
MacServices	RetailMac†	Handles customer tracking, invoicing, mailing labels, inventory control; esp. for retail point-of-sale.	Mac Plus	\$1,295	Mac Plus	All major	Yes/\$35	30 + / 2 years	Yes/on-off-site, fees	Yes/ 90 days free, then contract
Management Control Systems	PROMASTER Sales Expense Manager	Tracks salespeople's expenses per person; generates expense reports by category of expense/person.	512K (hard disk)	\$89	IBM PC and comp.; DOS 2.0 +	No	No	100/1 year	Yes/on-site, fees	Yes/ 45 days free
Market Power	MATRIX Information Technology†	Completely customizable sales management package; creates sales forecasts, market analyses, reports, calendars, appointment schedules, to-do lists; direct mail applications; bar menus eliminate most typing.	300-400K	\$1,000 & up	IBM PC and comp.; laptops; DOS 3.0 +	LAN, Novell, 3Com	Yes/free	New	Yes/on-site, included	Yes/free, unlimited
Modatex Systems	Modatex Systems†	Portable decision support system: order entry, account/territory management, profit/distribution analysis; esp. for sales reps, managers, distributors.	1MB	\$2,000-\$3,500/rep	IBM PC and comp.; DOS, Unix	LAN, WAN, SNA	No	12/1 years	Yes/on-off-site, fees	Yes/free, unlimited
National Management Systems	Salesmanager's Workstation†	Fully customizable tool for national sales organizations: telemarketing/sales productivity, call history, ad-hoc reporting, budgets.	640K	\$995	IBM PC and comp.; laptops and comp.; MS DOS	All major	Yes/free	5,000 + / 6 years	Yes/on-off-site, fees	Yes/ 1 year free
Prism Systems	Prism Sales Focus†	Integrated modular system: lead tracking, direct mail, telemarketing, call reports, sales/promotion analysis, expense tracking.	512K (hard disk)	\$2,995-\$7,995	IBM PC-AT, -XT, PS/2 and comp.; MS PC DOS 2.0 +	All major	Yes/free	New	Yes/on-site, fees	Yes/fees
Realty Systems	REAL/Easy Office	Sales office management tool, data entry, printing.	640K (hard disk)	\$395	IBM PC and comp.; DOS 3.1 +	Novell	Yes/\$39.50	500/ 3 years	Yes/on-site, fees	Yes/ 30 days free
Sales Technologies	†	Integrated modules each fully customized; sales reporting, territory management, E-mail/forms, spreadsheets, sales reference.	640K	\$1,000 & up	IBM PC-AT, -XT; MS DOS 2.1 +	No	No	15,000 + / 6 years	Yes/ included	Yes/ included
The Salomon Corp.	SALLYFORTH†	Multilevel marketing information system provides/manages historical sales, forecasting, budgets; esp. for managing multiple sales territories.	640K	\$25,000	IBM 286, 386 and comp.; MS-, PC DOS 3.0 +	All major	Yes/free	New	Yes/on-site, included	Yes/free, unlimited
Spaulding	OpRep†	Lotus 1-2-3 companion tracks sales, spreadsheet-like reporting.	256K	\$395	IBM PC and comp.; MS DOS 2.0 +	All major	No	100/ 4 years	Yes/on-site, fees	Yes/ 90 days free
Trendware	TRENDWARE CLIENT†	Customizable client/sales management system tracks customers, contacts, business/financial data; pop-up windows.	1MB	\$195	Mac +, SE, II	No	Yes/\$5	500 + / 1.5 years	No	Yes/free, unlimited
Vortex Technologies	Vortex	Comprehensive modular program for sales/marketing with: account management, customer service, direct marketing, E-mail, field sales/rep management, I/O, lead tracking, market/sales analysis/management/forecasting, T&E, zip.	512K	\$195-\$23,595	IBM PC and comp.; MS DOS 3.0 +	Net-bios	Yes/\$10	New	Yes/on-off-site	Yes/ 3 months free
ZS Assoc.	EVALUMAP†	Customized software for sales managers to evaluate the performance of sales reps; integrated approach to performance evaluation and sales analysis.	640K	\$30,000 and up	IBM PC-AT, -XT, PS/2 and comp.; MS DOS	All major	No	500/ 4 years	Yes/ included	Yes/ included
SALES PLANNING										
Expert Technologies	Business Plan Expert (BPE)	Step-by-step structure for analyzing products/services, clients/companies, marketing strategies, productions/operations that produce a written business plan.	256K	\$195	IBM PC and comp.; DOS 2.0 +	No	Yes/\$10	New	No	Yes/free, unlimited
Management Advisory Services	MAPS: Management Analysis and Planning System†	Long-range planning and diagnostic package prepares forecasts by default or specific assumptions.	512K	\$495 & up	IBM PC, and comp.; DOS 2.0 +	All major	No	2,000/ 5 years	Yes/on-site, fees	Yes/ 30 days free
Management Advisory Services	Master Planner†	Five-module yearly planning system for sales and other management details.	512K	\$495	IBM PC, PS/2 and comp.; DOS 2.0 +	All major	No	150/ 1.5 years	No	Yes/ 30 days free
Sales Implementation Systems	MarketFax†	Automated sales plan makes sure salespeople stay on track with predesigned plan; input any logical flow chart.	640K (hard disk)	\$395-\$3,595	IBM PC and comp.; MS-, PC DOS 3.0 +	LAN only	Yes/\$50	4,000 + / 10 years	Yes/on-off-site fees	Yes/ 90 days free, contract
SALES PRESENTATIONS										
Aldus Corp.	Aldus Persuasion	Desktop presentations with drawing, charting, B&W or color overheads, 35mm slides, speaker notes, word processing.	1MB	\$495	MAC +, SE, SE30, II, IICX (hard disk req.)	No	Yes/\$5	New	Yes/ manual	Yes/ contract
American Intellivare Corp.	Scriptwriter†	Advanced word processing, built-in page breaks and formatting, video-audio-text synchronization, teleprompter.	1MB	\$495	MAC +, SE, SE30, II, IICX	All major	Yes/\$25	2.5 mil./ 5 years	Yes/on-site, fee	Yes/ 90 days free

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/STE.	NETW.	DEMO/\$	#/AGE	TRAIN.	PHONE	
American Intellware Corp.	Storyboarder†	Desktop publishing, drawing, artificial intelligence, multimedia split-screen capability, digitized image animation.	1MB	\$495	MAC + , SE, SE30, II, IICX	All major	Yes/\$25	2.5 mil./5 years	Yes/on-site, fee	Yes/90 days free
Brightbill-Roberts	Show Partner	Produces self-running shows using partial screen; other advanced effects and graphics; palette shifting, animated objects; GXZ format from Lotus Freelance.	360K	\$395	IBM PC and comp., DOS	All major	Yes/free	10,000/3 years	Yes/off-site	Yes/free, unlimited
Coddylak Systems	Great Presentations	Graphics and illustration, text and business charts, free-form drawings, slide-show presentations with animation and interaction.	256K	\$99.95	IBM PC and comp., DOS 2.1 +	No	No	2,500/1.5 years	No	Yes/free, unlimited
CompuDoc	Interactive Electronic Media†	Interactive presentations for exhibits, trade shows, POP kiosks, product demonstrations; sales literature, direct mail.	512K	\$5,000-\$50,000	IBM PC and comp.	No	Yes/free	60,000 + /1 year	No	Yes/free, unlimited
Cricket Software	Cricket Presents	Designs presentations: ruler-based text editor, c/awing tools, built-in graphs and tables, 16.7 million color-palette, spell checking and thesaurus.	1MB (hard disk)	\$495	MAC + , SE, II	Apple	No	New	Yes/on-site, fees	Yes/free, unlimited
General Parametrics	Desktop Presenter†	Presentation packet with fill-in-the-blank format; choice of 29 chart styles.	512K	\$800	IBM PC and comp., DOS 2.0 +	All major	No	5,000/4 years	Yes/on-site, fees	Yes/free, unlimited
General Parametrics	PictureIt†	Presentation package with charts, graphs, diagrams, fully scaled fonts.	256K	\$695	IBM PC-XT, -AT, PS/2 and comp.; MS DOS, OS2	All major	Yes/\$5	20,000/5 years	Yes/on-off-site, fees	Yes/free, unlimited
Informatics Group	Act III Authoring System 2.0†	Exp. for non-programmers to generate courseware or disk-based presentations incorporating graphics, sounds, animations, branching, interactive text.	640K	\$495	IBM PC and comp., DOS 2.0 +	All major	Yes/\$10	600/1.5 years	Yes/on-site, fees	Yes/free, unlimited
InstaPlan	ShowText†	Makes overhead slides for presentations.	512K	\$99	IBM PC and comp., DOS 2.1 +	No	No/30-day free trial	50,000/5 years	No	Yes/free, unlimited
MacroMind Inc.	MacroMind Director	Creates multimedia presentations, videos, training courseware, simulations; combines animation, graphics, text, colors, music, and sound effects.	1MB (for 8&W) 2MB (for color)	\$695	Mac + , SE, SE/30, II, IIX	No	Yes/\$9.95	New	Yes/on-off-site, fees	Yes/free, unlimited
Management Graphics	Easy Slider II†	Creates presentations by manipulating information, creating and coloring images/charts/slides without having to re-edit.	MAC	\$49.95-\$149.95	MAC II, x, cx, SE	No	Yes/\$5	New	No	Yes/free, unlimited
Microsoft Corp.	PowerPoint 2.1	Professional quality color presentations; produces 35-mm slides; easy artwork and text arranging; full-featured word processor.	1MB (2 800K floppies)	\$395	Mac + , SE, II 4.1 +	AppleShare Multifinder	Yes/free	New	No	Yes/free, unlimited
OWL Int'l.	Guide 2 Hypertext Authoring System	Organizes/manages free-form information, mixing text, graphics, videodisc images, sound to convey message; pop-up windows.	640K (1.5MB hard disk)	\$295	Mac 512K, IBM PCs	No	Yes/\$12.95	10,000 + /3 years	Yes/on-off-site, fees	Yes/free, unlimited
Software Publ.	Harvard Graphics†	Integrated graphics program with bullet text, data, bar/line charts, free-hand drawing tools, 300 + symbols; creates slides/reports/documents.	512K (hard disk)	\$495	IBM PC and comp., MS DOS	All major	Yes/free	250,000 + /2 years	Yes/on-site, fees	Yes/free, unlimited
Spinnaker Software	Pinstripe Presenter†	Business presentation/graphics program creates charts, graphs, drawings, 35mm slide production.	512K	\$195.95	IBM PC and comp., MS DOS 2.1 +	No	Yes/free	4,000/3 years	No	Yes/free, unlimited
StradeWare	PresentationPro 1.11†	Presentation graphics, creates slides/drawings.	512K (hard drive)	\$295	Mac + ; Apple 6.01 +	All major	No	New	Yes/included	Yes/included
VisionBase	Presentation Software	Presentation of photographs, videos, slides, graphs, charts.	512K (1.5MB EMS)	\$4,995	IBM PC, laptops, and comp.; MS DOS	No	Yes/\$25	50/4 years	Yes/on-site, fees	Yes/1 year free
Xerox Desktop Software	Xerox Presents	Desktop presentation product creates text, drawings, graphs, tables, handouts, speaker notes, slides, overheads, on-screen exhibits.	1MB (hard disk)	\$495	IBM 286, 386	No	No	New	Yes/off-site, fees	Yes/60 days free
Zone1	Hyper-XRemote	Professional desktop presentation program incorporates conventional transparencies into pitch; scripting.	1MB	\$65	Mac + , SE, II, Mac 6.0 +	AppleTalk	No	New	No	Yes/free, unlimited
STATISTICAL ANALYSIS										
BMDP Statistical Software	SOLO 3.0	Statistical and graphics package with various tests, complete database.	640K (hard disk)	\$69-\$199	IBM PC and comp., DOS	No	Yes/free	5,000 + /5 years	No	Yes/free, unlimited
Information Resources/Javelin Products Group	pcEXPRESS†	Decision support system with integrated fourth-generation language and database.	640K	\$1,495	IBM 286, 386; MS DOS 2.1 +	All major	Yes/free	30,000/6 years	Yes/on-off-site, fees	Yes/free, unlimited
MURCE	Cornucopia of Mathematical and Statistical Software	Six packed disks of shareware (public domain software); cross-tabulation, curve fitting/planning, arbitrations, complex matrix calculations.	256K	\$29	IBM PC and comp.; DOS	No	No	2,000 /2 years	No	No

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	MIN. PRIC	HARDWARE/STS.	MITEL.	DEMO/\$	#/AGE	TRAIN.	PHONE	
MACE	LINPACK/ EISPACK†	Customizable, professional statistical package featuring linear algebra; solves problems that can be framed in terms of vector and matrix.	512K	\$139	IBM PC and comp.; DOS	No	No	30,000 + / 13 years	No	Yes/free, unlimited
MarketWare	Pegman M. A. P. (Merchandising Analysis Package)	Integrates sales and financial data to permit optimization regarding sales/square foot and other measurements.	640K	\$18,500	IBM PC and comp.	All major	Yes/\$200	New	Yes/on-site, fees	Yes/free, unlimited
Odesta Corp.	Data Desk	Data analysis/graphic display; rotating plots, HyperViews, multiple line plots, scatterplot matrix regression.	512K (hard disk)	\$595	Mac 512K+ to Mac IIcx	No	Yes/\$5	6,500 + / 4 years	No	Yes/free, unlimited
Questar Data Systems	Xtabs	Cross-tabulation, uses conditional variables to produce tables/bar graph reports (uses Stargraph data).	640K	\$500	IBM PC-AT, -XT, PS/2 and comp.; DOS	No	No	New	Yes/on-site, fee	Yes/90 days free
TELEMARKETING										
Advanced Microlink Systems	Domino Telebusiness Manager†	In/outbound calling, scripting, lead qualifying and tracking, credit card ordering, inventory status and history, itemized client billing.	640K	\$2,995-\$19,995	IBM PC, DOS 3.0 +	All major	No	18/1 year	Yes/included	Yes/1 year, free
BFC Software	Telemarketing/Sales Lead†	Tracks lead sources, salesperson efficiency, forecasting, reports, mass mailings, list sorting.	640K (hard disk)	\$1,500 and up	IBM PC and Comp., DOS, RPG 2	All major	Yes/\$10	12/1 year	Yes/on-off-site, fees	Yes/60 days free, then contract
Concurrent Marketing Systems	T.O.P.C.A.T.†	Multitasker automates telemarketing and telesales; windowed screen presentations, scripting, database and list management, call reporting.	4MB	From \$1,500/station (1 to 33+ stations)	IBM PC, Xenix, Unix	IBM Token ring	Yes/free	15/2 years	Yes/included	Yes/included
CR Complete Business Systems	TELEMATE/TELEMAGIC	Telemarketing package; extensive notepad, recall, direct dial, order entry; interface with accounting; on-line information.	512K (hard disk)	\$295-\$1,995	IBM PC and comp.	Novell	Yes/\$15-\$25	250/1 year	No/tutorial	Yes/30 days free
Digisoft Computers	Telescript†	Customizable telephone interviewing system, full script capabilities.	512K	\$850 & up	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	New	Yes/1 day free, then by hour	Yes/1 year free
Excaliber Sources	EXSELL†	Sales and telemarketing software includes word processor, tickler, reports.	384K	\$395 & up	IBM PC, PS/2, and comp.; DOS 2.0 +, Xenix, Unix	All major	Yes/\$15	4,000/ 6 years	Yes/on-site, fees	Yes/60 days free, then contract
Excevier	TelePrompt†	Automated telemarketing system handles order entry, lead tracking, sales follow-up.	1MB	\$995 (incl. customization)	MAC and comp.	All major	Yes/\$20	10/3 years	Yes/on-site, fees	Yes/1 year free, then contract
Generation Four	MBA/TelFall†	Sales scripts, order taking, question-answer file, literature mailing, export orders.	1MB (hard disk)	\$189	MAC +	All major	Yes/\$10	New	No	Yes/on-line, free
Holmes	HOLMES	Telemarketing tool keeps track of clients.	512K (hard disk)	\$129	IBM PC and comp.; DOS 2.1 +	No	Yes/free	200 + / 3 years	No	Yes/90 days free
MaxSolutions	TeleMagic†	Telemarketing program with to-call list, scripts, auto-dial, recordkeeping, report and follow-up letter generation.	1MB	\$495	IBM PC, MAC and comp.; MS DOS	Novell, 3Com	Yes/\$29.95	40,000/ 4 years	Yes/on-off-site, fees	Yes/6 months free, then contract
Me-Di-Co	Telemagic Autocall†	For telephone sales reps and managers to sell, prospect, analyze data/sales.	384K	\$595-\$1,995	IBM PC-XT, -AT and comp.; MS-, PC DOS 2.0 +	All major	Yes/\$10	25,000/ 5 years	Yes/on-site, fees	Yes/1 week free
Ploid Bros. Software	Prospect†	Telemarketing, lead management program with auto-dial, word-processing, mail-merge, alarm clock, calendar, scripts, reports, import/export of ASCII data.	512K	\$450	IBM PC and comp.; MS DOS	Novell	Yes/\$25	1,500 + / 5 years	Yes/on-off-site, fees	Yes/1 year free
Prism Systems	TELEMARK†	Automated lead introduction, qualification, and assignment; access to product/competition summaries; custom scripting, in/outbound calls.	512K (hard disk)	\$2,995-\$5,995	IBM PC-AT, -XT, PS/2 and comp.; MS-, PC DOS 2.0 +	All major	Yes/free	50 + / 1 year	Yes/on-site, fees	Yes/fees
Profiles Corp.	SCAMP: Sales Control and Marketing Planner†	Telemarketing/direct mail package with auto-dialer, customized reports on prospects/territories/branches/regions.	512K	\$695-\$5,000	IBM PC; MS DOS 3.0 +	Novell, Data General	Yes/free	1050 + / 3 years	Yes/on-site, fees	Yes/30 days free, then contract
Prophecy Development Corp.	Profit Tool†	Telemarketing sales tool helps operator to make consistent sales presentations, overcome objections.	512K	\$695	IBM PC and comp.; MS-, PC DOS 2.0 +	Novell	Yes/free	100 + / 4 years	Yes/on-site, fees	Yes/30 days free
QMAX International Systems	InQuery Action eXpress†	Telemarketing script processor, individualized sequence letters, labels, lead tracking, inquiry fulfillment.	640K	\$895-\$2,495	IBM PC-AT, -XT, PS/2, 386 and comp.; superDOS	VM386	Yes/\$10 & up	36 + / 4 years	No	Yes/90 days free
Remote Control	TeleClose	Supports telemarketing/sales staff, integrated with accounting, order entry, receivables, etc.	640K	\$250	IBM PC and comp.; PC DOS 3.3	Novell, 3Com, IBM Token Ring	Yes/\$29	New	Yes/dealer, free	Yes/6 months free, then contract
Remote Control	Telemagic Professional Release TEN†	Complete sales/telemarketing support including: tickler files, call reports, contact lists, auto-dialer, scripting, form letters, labels, word processor; also avail in Network, Xenix, Unix, Macintosh versions.	512K	\$495-\$30,000	IBM PC and comp.; PC DOS 2.1 +	Novell 286, 3Com, LAN	Yes/\$29	30,000 + / 3 years	Yes/dealer, free	Yes/6 months free, then contract

VENDOR	PACKAGE	DESCRIPTION	MIN. PRICE	HARDWARE/SYS.	NETWK.	DEMO/S #/ASE	TRAIN.	PHONE		
Remote Control	TeleMate	Telemarketing package integrated with various sales/marketing functions.	640K	\$265-\$695	IBM PC and comp.; PC DOS 3.3	Novell, 3Com, IBM Token Ring	Yes/\$29	200 + / 1.5 years	Yes/dealer, free	Yes/6 months free, then contract
SaleMaker Software	SaleMaker Plus†	Integrated system for telemarketing, direct marketing, client management, follow-up letters, sales reports.	640K (hard disk)	\$695-\$2,495	IBM PC and comp.; DOS 2.0 +	LAN, Novell	Yes/\$49	5,000 + / 4 years	Yes/off-site, fees	Yes/30 days free
Sales & Marketing Systems	Telemarketing CTRL†	Scripts with branching and logic; instant access to product/competitor/objection information.	512K (hard disk)	\$495-1,995	IBM PC-AT, XT and comp.; DOS 2.0 +	Novell, 3Com	Yes/\$13	30 + / 1 year	Yes/on-site, fees	Yes/free, unlimited
Sawtooth Software	C/2 CATI System for Computer Aided Telephone Interviewing	Interactive interviewing/call management system, quota control, call disposition, monitoring, random/auto-dialing, etc.	265K & up	\$5,000-\$20,000	IBM PC and comp.; DOS	LAN	Yes/free	80/3 years	No	Yes/free, unlimited
Software Science, The Research Group	TELEVIEW II†	Telephone interview system creates surveys, 1,000-questions questionnaires, automatically coded answers; reflexively finds next "logical" question.	256K	\$99	IBM PC and comp.; MS-, PC DOS	All major	No	100/9 years	No/tutorial	Yes/free, unlimited
System Vision Corp.	Sales Vision Telemarketing†	Telemarketing/account management with scripts and support for direct mail.	640K	\$495-1,995	IBM PC and comp.; DOS	All major, special LAN program	Yes/free	1,000/5 years	Yes/on-site, fee	Yes/30 days free
Telemarketing	Telemarketing Services†	Used for lead list management, market coverage, scripting, productivity.	640K	\$3,000	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	No	42/10 years	Yes/on-off-site, fees	Yes/free, unlimited
Tess	TeleMac†	Telemarketing, inside sales, prospecting, mail-merge, reports.	1MB	\$99	Mac	Mac II, CX, SE	No	New	No	Yes/free, unlimited
Travis DataTrak	TelePro†	Multuser telemarketing/direct-mail package, also analyzes results.	512K	\$1,199-\$15,000	IBM PC and comp.; MS-, PC DOS 3.1 +	LAN	Yes/free	300 + / 4 years	Yes/on-site, fees	Yes/contract
Tribase Systems	TAPIT†	Telemarketing and management tool.	10K (hard disk)	\$449	IBM PC and comp.; MS DOS	No	Yes/\$10	400 + / 1.5 years	No	Yes/free, limited
TERRITORY MANAGEMENT										
Dynacomp	Customer Prof†	Tracks current and prospective customers, assigns sales reps to territories.	128K	\$59.95	IBM PCs and comp.; TRS-80, SP/M; DOS 2.0 +	No	No	2,000 + / 3 years	No	Yes/30 days free
Dynacomp	Sales Assistant	Lead, sale, product tracking; assigns sales reps to territories; campaign scheduling, mailings.	128K	\$59.95	IBM PCs and comp.; DOS 2.0 +	No	No	1,000/1 year	No	Yes/30 days free
Geosoft Corp.	MapBuilder†	Thematic maps display customer locations, sales territories, other demographic information.	512K	\$250-\$400	IBM PCs and comp.; DOS 2.1 +	No	Yes/free	100 + / 4 years	No	Yes/90 days free
Metron	TERRALIGN	Creates optimal territory alignment that balances sales potential and other attributes; color map interface with digital road network computes/minimizes travel time.	640K (2MB hard disk)	\$10,000 & up	IBM PC-AT and comp.; MS-DOS 3.1 +	No	Yes/\$25	New	Yes/free	Yes/free, unlimited
Sammamish Data Systems	Sales Territory Manager†	Interactively allows user to define/modify new/existing sales/franchise territories.	640K	\$2,995	IBM PC-AT, 386 and comp.; MS DOS 3.0 +	All major	Yes/\$25	45 + / 2 years	Yes/included	Yes/included
Sudor Corp.	Territory Management System†	Call reporting/analysis, to-do lists, forecasts, customer/prospect profiles, contact lists, covers 24 territories.	128K	\$350	IBM PC and comp.; DOS 2.0 +	No	Yes/\$10	35/8 years	No	Yes/free, unlimited
ITG	Territory Planner†	Geographic information/mapping system for sales analysis combines maps with spreadsheet logic.	640K	\$1,995	IBM PC-AT; MS-, PC DOS 3.2 +	No	No	50/1 year	Yes/on-site fee	Yes/30 days free
ITG	Territory Planner Plus†	Combines mapping and spreadsheet function for territory design/analysis; high-resolution graphics, esp. for companies with large geographically located sales forces.	640K (hard disk)	\$2,995	IBM PC-AT; MS-, PC DOS 3.2 +	No	No	10/2 years	Yes/on-site fee	Yes/30 days free
ZS Assoc.	MAPS IV†	Customized software for sales territory alignment; integrates company data with U.S. geography.	640K	\$35,000 & up	IBM PC-AT, -XT, PS/2 and comp.; MS DOS	All major	No	75/6 years	Yes/included	Yes/included
TRADE SHOW MARKETING										
Free World Marketing	FreeLink†	Instantly reads badges from most major trade shows, stores names and addresses.	256K	\$295	IBM PC; DOS 2.0 +	All major	Yes/\$25	1,200/2.5 years	Yes/on-site, fees	Yes/90 days free, then contract
Free World Marketing	ProMotion†	Electronically reads information from trade show badges; mass mailings sorted by categories.	256K	\$595	IBM PC; DOS 2.0 +	All major	Yes/\$25	600/4 years	Yes/on-site, fees	Yes/90 days free, then contract
Inquiry Plus	Inquiry Management Software†	Tracks inquiries; creates letters and labels; electronic transfer of leads from trade shows.	560K (hard disk)	\$1,500	IBM PC and comp.; DOS 2.0 +	All major	Yes/\$89.95	200 + / 5 years	No/free tutorial	Yes/90 days free
TRAVEL & ENTERTAINMENT										
C&H Enterprises	Frequent Flyer Award Tracker†	Tracks mileage according to airline programs, maximizes mileage strategy.	256K	\$39	IBM PC, PS/2, MAC and comp.; DOS 2.0 +	No	No	400/1 year	No	Yes/free, unlimited

SOFTWARE SURVEY

VENDOR	PACKAGE	DESCRIPTION	REQ. PRICE	HARDWARE/OPS.	NETWK.	DEMO/S	#/YR	TRAIN.	PHONE	
CP Software	Sales Express†	Keeps track of clients; reports on expenses and commitments; mailings, labels, addresses (incl. international).	512K	\$69	MAC, MAC 4.5	Topps, 3Com, Appleshare	Yes/\$20	New	No	Yes/free, unlimited
Danart Corp.	EXPENSE MASTER: The Expense Report Processor†	Automatically creates all T&E reports required from entries.	363K	\$69.95	IBM PC and comp.; DOS 2.0	All major	No	4,000 + / 2 years	Yes/on-site, fees	Yes/free, unlimited
Danart Corp.	EXPENSE MASTER: Review and Consolidate†	Consolidates and analyzes expense reports created by the expense report processor.	640K (hard disk)	\$69.95	IBM PC and comp.; DOS 2.0	All major	No	New	Yes/on-site, fees	Yes/free, unlimited
Generation Four	MBA:TravelLog†	Travel and expense planner and log; fleet vehicle management, custom letters, mail merge; stores and prints itinerary.	1MB (hard disk)	\$189	MAC +	All major	Yes/\$10	New	No	Yes/on-line, free
Para-Tech Division of Paramount Technologies	Expense Easy†	Business and travel expense system.	512K	\$79.95	IBM PC and comp.; MS-, PC DOS	All major	Yes/\$5	2,000/ 1.5 years	No/ manual	Yes/free, unlimited
Quantic Corp.	Quadrant†	Processes expense reports, audits them against company travel policies/ procedures, summarizes.	640K	\$495-\$1,395	IBM PC and comp.; MS-, PC DOS 3.1 +	No	Yes/\$15	New	No	Yes/free, unlimited
Quantic Corp.	Touch 'n Go†	Tracks/reports T&E expenses for business travelers.	256K	\$139	IBM PC and comp.; MS-, PC DOS 2.1 +	No	No	1,000/ 2 years	No	Yes/free, unlimited
Robert B. Fields	ON THE GO EXPENSE REPORTS	Prepares business expense reports.	256K	\$29.95	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	No	500 + / 5 years	No	Yes/free, unlimited
TravelTrak	TravelTrak†	Tracks business travel expenses incl. mileage, hotel, T&E; prints statements.	256K	\$395	IBM PC-AT, -XT, PS/2 and comp.; DOS 2.0 +	No	Yes/\$10	4/2 years	No	Yes/free, unlimited
WORD PROCESSING/MISCELLANEOUS										
Ashton-Tate	FRAMEWORK III 1.1	Word processing, 40,000 word thesaurus, spell checker, spreadsheets, database management, business graphics, telecommunications.	640K	\$695	IBM PC-XT, -AT, PS/2 and comp.	All major	Yes/\$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Ashton-Tate	TurboSearch 1.0	Information retrieval organizes vast amounts of information; searches by file name, date, word, two words within paragraph.	512K	\$179	IBM PC-XT, -AT, PS/2 and comp.	All major	Yes/\$4.95	New	Yes/on-off-site, fees	Yes/90 days free
Computerware Software	Word Mover†	High-level word processing, full editing of nine files at once, completely customizable.	256K	\$195	IBM PC-AT -XT, PS/2 and comp., DOS	All major	Yes/free	500 (approx.)/ 1 year	No	Yes/free, unlimited
Datometrics	Word Processor	Multituser word processor.	512K	\$1,500	IBM PC-XT, -AT, PS/2 and comp.; Super DOS	All major	No	200 + / 2 years	Yes/on-site, fees	Yes/6 months free
1st Desk	1stPORT	File conversion software converts data from mainframes to Macintosh.	Mac	\$95	Mac and up	All major	No	6,000/ 4 years	No	Yes/free, unlimited
Information Dimensions	BASIS	Text and information management system; optimized inverted indexing techniques; full-text retrieval from large databases.	Any memory	\$5,000-\$82,500	IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 10+ years	Yes/on-off-site, free	Yes/free, unlimited
Information Dimensions	DM	Relational database management system provides referential integrity domains.	Any memory	\$5,000-\$82,500	Any IBM, MAC, DEC, Unisys, Control Data, Wang	All major	Yes/free	1,600/ 10+ years	Yes/on-off-site, free	Yes/free, unlimited
The Integrator	List Tamer†	Relational program for people working with databases or lists; user-defined fields and recording schemes.	512K	\$199	IBM PC and comp.; MS-, PC DOS 2.0 +	Xenix, Novell	Yes/\$25	200/ 3 years	No	Yes/1 year free
Marc Software Int'l.	WordMARC Composer +†	Word processing for general business use; desktop publishing features.	512K	\$495	IBM PC and comp.; MS-, PC DOS 2.0 +	Novell, 3Com	Yes/\$90	250,000/ 10 years	Yes/on-site, fees	Yes/30 days free
MaxThink	Houdini†	Automated abstractions, generalizations, editing; creates hypertext systems.	300K	\$89	IBM PC and comp.; DOS 2.0 +	Novell	Yes/\$6	20,000/ 3 years	No/cassette	Yes/free, unlimited
PRO/TEM	NOTEBOOK II†	Customized text-oriented database manager for sales and marketing management.	384K	\$189	IBM PC and comp.; MS-, PC DOS 2.0 +	All major	No	12,000/ 5 years	No	Yes/free, unlimited
Revelation Technologies	Advanced Revelation†	Database applications environment.	512K	\$950	IBM PC and comp.; DOS 2.0 +, OS2	All major	Yes/\$29.95	150,000/ 2 years	Yes/off-site, fees	Yes/6 months free, then contract
Richmond Software	The Calculator	Figures anything from simple math to extended business computations.	100K	\$49.95	IBM PC and comp.; MS-, PC DOS	LAN	No	1,200 + / 1 year	No	Yes/free, unlimited
Right Soft	RightWriter 3.1†	Grammar and style checker helps salespeople improve business/ technical writing.	384K (hard disk)	\$95	IBM PC and comp.; MS-, PC DOS	All major	Yes/free	160,000/ 5 years	No	Yes/free, unlimited
Robinson Assoc.	LetterPower	Collection of 400 professionally written model letters, press releases, proposals, other business documents; easy reference.	256K	\$99.95	IBM PC, Mac and comp.; MS DOS and Mac	All major	No	1,000 + / 1 year	No	Yes/1 hour free
SimpleSoft Products	Index Cards	Filing and printing on 3 x 5 cards.	128K	\$19.95	IBM PC and comp.; DOS 2.0 +	No	No	5,000/ 4 years	Yes/on-off-site, fees	Yes/free, unlimited

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWL.	DEMO/S	#/AGE	TRAIN.	PHONE
The Softbridge Group	Bridge	Allows integration of programs to build customized workstation.	2MB	\$695 & up	IBM PC and comp.; DOS	Net-bios	Yes/free	1,000+ / 1 year	No	Yes/free, unlimited
Spinnaker Software	Eight-in-One	Word processing, spell checker, database, spreadsheet, graphics, desktop organizer.	512K	\$59.95	IBM PC and comp.; MS DOS 2.1 +	No	Yes/free	150,000/ 2 years	No	Yes/free, unlimited
3X USA	3X-Link	Allows person to connect with main computer/transfer files (at HQ only), file transfer and printer sharing system.	384K	\$149	IBM PC and comp.; DOS 2.0 +	All major	Yes/free	2,500/ 1 year	No	Yes/free, unlimited
Traveling Software	Lap-Linc 3	File transfer product.	256K	\$139.95- \$149.95	IBM PC-AT, PS/2 and comp.; MS-, PC DOS 2.0 +	3Com, Novell	No	New	No	Yes/free unlimited
White Crane Systems	Brooklyn Bridge	Transfer files between laptop and desktop PCs, PCs and PS/2s, using parallel or serial ports.	64K	\$139.95	IBM PC and comp.; PC-, MS DOS 2.0 +	Novell, 3Com	No	75,000/ 3 years	No	Yes/free, unlimited
WordPerfect Corp.	DataPerfect 2.0	Menu-driven relational database for simple applications; large text storage, indexing.	192K	\$595	IBM PC-XT, -AT, PS/2 and comp.; DOS	Novell	Yes/free	27,221/ 1.5 years	Yes/on-line only	Yes/free, unlimited
Xerox Desktop Software	FormBase	Form creation and database manager with simplified display.	1MB (hard disk)	\$595	IBM PC-AT and comp.; DOS 3.1 +	Novell, PC NET, 3Com	No	New	Yes	Yes/60 days free

ZIP CODE TRACKING

Geographic Data Technology	Handshake/ GDT†	Customer referral package identifying customers' nearest dealer/distributor by zip code/locality.	360K (hard disk)	\$495	IBM PC and comp.; DOS 3.1 +	No	Yes/\$35	New	No	Yes/90 days free, then contract
Hawthorne Software	PINMAP	Multicolored "push-pin"-style maps for plotting data by city or zip code, computer shows, slides, presentations.	5MB	\$750	IBM PC-XT, -AT, PS/2 and comp.; MS DOS 3.2 +	No	Yes/free	New	No	Yes/free, unlimited

†Customizable program
‡Free to American Marketing Assn. members

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VENDOR DIRECTORY

Information has been supplied by the vendors; contacts given where applicable.

A La Carte Int'l., 1080 Riker St., Suite 14, Salinas, CA 93901 (2236) 408-753-0882

Abacus Concepts, Inc., 1984 Bonita Ave., Berkeley, CA 94704 (415-540-1949) Will Scroggin

Abend Assoc., Inc., 265 Winn St., Suite 305, Burlington, MA 01803 (617-273-5383) Shelley Orenstein

ACEware Systems, 1828 Erickson, Manhattan, KS 66502 (913-537-2937) Chuck Havlicek

ACRS Division M/A/R/C, Inc., 7850 N. Beltline Rd., Irving, TX 75063 (214-506-3400) Bill Jurgensen

Addison-Wesley Publishing, Co., Jacob Wdy., Reading, MA 01867 (617-944-3700) Order Dept

Administrative Headquarters, 15520 Rockfield Blvd., Suite G, Irvine, CA 92718 (714-855-6792) Fred Young

Adobe Systems, Inc., 1585 Charleston Rd., P.O. Box 7900, Mountain View, CA 94039-7900 (415-961-4400 or 800-344-8335) Lavin Collins, Paul Towner

Advanced Graphics Software, 333 W. Maude Ave., Suite 105, Sunnyvale, CA 94086 (408-749-8620) Order Processing

Advanced Marketing Systems Corp., 2 Lowell Research Center, Lowell, MA 01852 (508-454-6472) Paul Sullivan

Advanced Microlink Systems, Inc., 3600 Clayton Rd., Concord, CA 94521 (415-674-1600) Mike Finnium

AGS Management Systems, Inc., 880 First Ave., King of Prussia, PA 19406 (215-265-1550)

Aldus Corp., 411 First Ave. South, Suite 200, Seattle, WA 98104 (206-622-5500) Customer Relations

American Intellware Corp., P.O. Box 6980, Torrance, CA 90504 (213-533-4040)

Apian Software, P.O. Box 1224, Menlo Park, CA 94026 (415-851-8496 or 800-237-4565)

Application Consulting Group, Inc., 16 South St., Morristown, NJ 07960 (201-898-0012) James Clanger

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	A	B	C	D	E	F	G		
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195	Pizza Tyme	P.O. Box 4008	Ben Lomond	CA	95005	\$166,013	2		
196	Pizza King	1611 116th Ave. N.E.	Berkeley	CA	94704	\$176,213	2		
198	Pizza Perfect	1003 111th Avenue N.E.	Berkeley	CA	94710	\$144,666	2		
199	Pizza Tyme	102 Greenwich Avenue	Campbell	CA	95008	\$233,090	2		
200	Pizza Tyme	1055 E. Highway 50, Box 749	Ceres	CA	95307	\$230,441	2		
201	Pizza Tyme	10987 Carrollwood	Cotati	CA	94928	\$186,029	2		
202	Pizza Tyme	11844 Rancho Bernardo Rd	Cupertino	CA	95014	\$292,029	3		
203	Pizza Tyme	1207 First Place	Grass Valley	CA	95945	\$283,564	3		
204	Pizza Tyme	1777 Bolo Drive	Fresno	CA	93701	\$176,891	2		
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are. What makes a company grow is improving the products and services, and using good advertising, direct mail, public relations, and promotions, as well as being a better sales manager regarding recruitment, training, compensation, quota-setting, field reporting, performance reviews, etc."

WHAT IF?

Regardless of their personal opinions, what did panelists think would happen if they were to dramatically increase their sales forces?

"We tried it," announces S. Todd Spare. "The result was we overspent for people and facilities, and when the market did not grow as expected, we lost millions."

"We'd be ruined," says Kenneth H. Hayes, general manager of Biggam Enterprises in California. "At this company, our cash flow would shrivel just trying to get the support people and everything in place before all those salespeople came on board—and yet you wouldn't be able to attract good salespeople without it."

"If I doubled my sales staff based on minimal annual growth, the morale would drop to an all-time low," states Roy Daugherty, vice president of Complete Protection Alarms in Michigan. "If 'inducing sales force heroics' means threatening my sales staff, I'm sure I can find other motivating means."

"The idea would be taken favorably at first, but only in anticipation of boosting sales," explains Dale Chodorow. "Ideas are always less expensive than their implementation. We could possibly add a few more people, but unless you're storming a competitive citadel, you get more results from a well-trained cadre than you would from an undisciplined army."

Pasquale P. Fucile, account manager of Symbol Technologies in New York, states, "Even with minimal market growth, I don't see a reason for increasing a sales force to deal with almost the same volume. If we followed Peters's recommendation, we would end up with too much dead wood."

"In our case," explains Kenneth Hayes, "the return on investment on a salesperson is six months to a year. It would be way too costly to double or triple their numbers."

"We were faced with this choice," Doc Porter explains, "but we did the opposite of what Peters suggested. We widened the territorial responsibility of each rep in an effort to build a salesperson's volume, earnings, and dignity."

Despite the majority of panelists who were against doubling or tripling

their sales forces, those who did agree with Peters, like Thomas E. Glickman, director of sales and marketing at Diamedix Corp., in Florida, did so heartily: "In any marketplace that requires face-to-face presentations in order to close a sale, the greater number of sales reps we have translates into more face-to-face situations, and thus a greater chance for the sale. It's really a simple equation."

"Actually, our people would probably feel a bit relieved if we brought in more salespeople," says Brad Poulos. "It would be easier and more effective to cover a smaller territory, providing — and this is a big if — that the compensation remained equitable."

"We have doubled our sales force in the past year," says national sales manager Gordon Hansen of Monarch Tile Manufacturing in Tennessee. "And we are experiencing greater market share in areas previously believed to be 'dead.'"

"If nothing else," points out Peter W. Fox, sales manager of TEDCO in Indiana, "this should force a company to gain much more depth and broaden itself—maybe making money the good old-fashioned way: selling!" □

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ABP



EDITOR'S SIDE POCKET

READY FOR ARTIFICIAL STUPIDITY?



Most of you can say you read it here first. A small minority (very small, I suspect) can say they read it in a waggish publication called the *Journal of Irreproducible Results*. I'm talking about an idea whose time has come. No doubt, you've heard about Artificial Intelligence (AI)? Well, I'm talking about Artificial Stupidity (AS).

"Hold on, brother," I can hear you saying. "Why do we need the artificial kind? Look around: We've already got plenty—too much—of the real McCoy." Ah, but that's just the point. As John N. Koch, the great mind behind AS, points out, "Many of humanity's problems arise not from a lack of natural intelligence but from an excess of natural stupidity. Intelligent people do foolish things that waste time, cause worthwhile projects to fail, and sometimes

even produce death and injury. If artificial systems could take responsibility for doing dumb things, a great deal of natural intelligence could be saved." As an example, Koch tells of his researchers at Yellowstone seeing intelligent people taking photographs 10 feet away from a male buffalo, despite warnings to the contrary. He points out how much productive intelligence could be saved if a machine could be employed to throw sandwiches at (and take pictures of) large, dangerous animals in our national parks.

A crude example, perhaps, but one does not have to look far to see AS's applicability to sales and marketing. Certainly, for instance, none of us would deny that serving and satisfying the customer is today's first imperative. And yet think how often our very own people fail to measure up; think of the rude receptionists, condescending customer service representatives, and ignorant, ill-prepared salespeople. When confronted with their behavior, they, of course, concede that it's stupid and self-destructive, yet they continue to do it. Why not throw in the towel and develop a machine to be rude, condescending, and ignorant on their behalf?

You point out that we're already surrounded by so much natural stupidity. How, then, will we know when we have developed AS? Here again, Koch provides the answer: "... when a human interacting with a machine can't tell the difference between it and (a) his or her boss or (b) the stupidest member of his or her spouse's immediate family."

Would that everything were so clearcut. But it's not, least of all in our business lives, as our main cover story makes clear. It will take a great deal of intelligence to make it through the next decade. The future simply holds so much potential for doing stupid things. And, lacking AS, we'll continue to do some of those things ourselves. We will, for instance, continue to believe that we can beat the odds; that we can pay our salespeople less than our competitors, yet expect turnover and productivity in our firm to be equal to the competition's. It doesn't figure, and our survey documents that it doesn't figure, but there will be many managers who will continue to deceive themselves.

Check out "The Shape of Things to Come." We wouldn't presume to say it'll keep you from doing something stupid. But it may get you on the right track for the 1990s.

A.J. Vogl

THE SHAPE OF THINGS TO COME

What you need to know to make your sales effort more productive—and your company more profitable.

BY WILLIAM A. O'CONNELL AND
WILLIAM KEENAN JR.,
SENIOR EDITOR

In the coming decade, not only will the sales executive preside over some radical changes in selling, he will also be under a microscope as never before.

Most sales executives, in fact, will already have had a taste of the changes that will affect their work in the next decade—just-in-time production and purchasing, sophisticated computer-based materials planning, and the growing concentration of buying points for companies selling in any number of industries. Added to these are changes arising out of the way goods and services are marketed and sold, with new distribution options, telemarketing, computer-aided target marketing, and more.

This survey on Sales Force Productivity was a joint project of Sales & Marketing Management and Personnel Corporation of America. Results are based on responses from 192 companies representing a total of nearly 10,000 sales representatives. The average company participating in the survey had a sales force of 61, an average annual sales volume of \$86.5 million, and profits of 11.8%.

It's an evolution the outlines of which are just beginning to emerge, and when it has run its course, the typical sales executive is likely to find himself or herself presiding either over a field sales force that has lost its traditional power, effectiveness, and prestige or over a more powerful sales organization that integrates the best efficiencies of direct marketing, data-base marketing, telemarketing, and a whole arsenal of automated sales tools.

Efficiency and effectiveness, as you might guess, are the key words in this evolution and should key the decision making of sales executives in the decade to come.

A new survey, conducted jointly by *Sales & Marketing Management* and *Personnel Corporation of America*, suggests that, in the nineties, the scrutiny of the boardroom will fall increasingly on the line items that comprise general sales administration costs. And, of course, it will be the sales executive who will be asked to justify those costs.

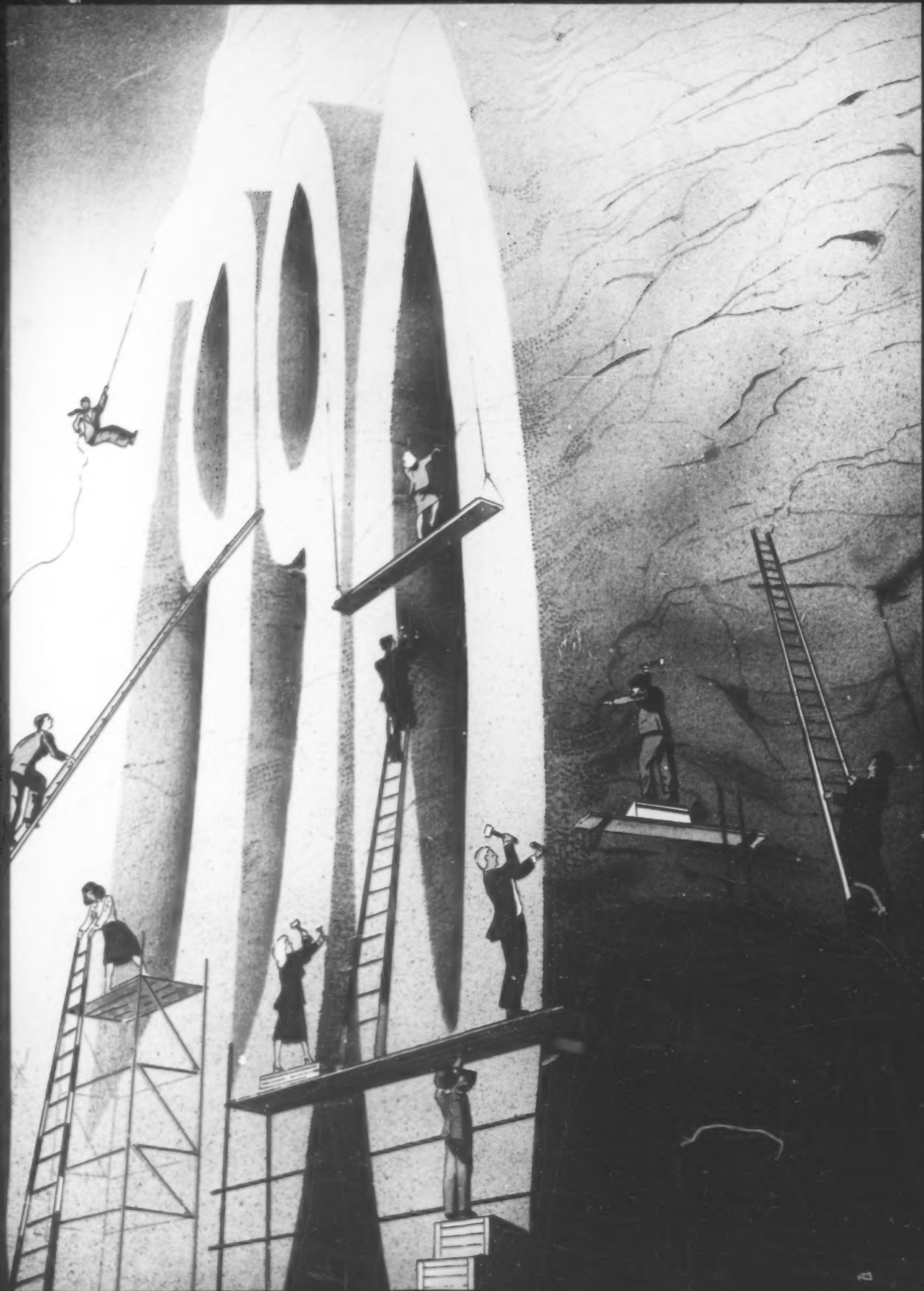
It won't be easy. The average cost of a business-to-business sales call has been increasing at an annualized rate of just over 11%. At the same time, survey participants report that they've been able to raise prices by an average of only 5% over the past three years. The result is that the overall cost of a

sale amounts to an average of 14.5% of sales volume, according to our survey, but it can range as high as 30%-35% at some companies. Given that improvements in sales productivity will drop straight to the bottom line, many CEOs will be knocking on the sales manager's door looking for changes.

THE 80/20 REALITY

A change in purchasing practices—just-in-time inventory control, for instance, computer-based purchasing, or preferred vendor relationships—can have a profound impact on a firm, especially if it affects your sales relationship with a key account. And the fact is that while the 80/20 rule—the general rule that 80% of your sales will come from 20% of your customers—may not be literally true, it's true enough that the unexpected loss of a key account can radically alter a company's fortunes.

Our Sales Productivity Survey indicates that the top 20% of accounts contributed a median 75% of sales volume for participants (see Table 1)—a sort of 75/20 rule—but also that 50% of a typical company's sales volume came from the top 10% of its customers, and a full 90% of all firms' sales volume came from the top 50% of their accounts. The sales manager who ignores—or is ignorant



of—that sort of distribution among his customers does so at his own risk.

It's no surprise, then, that the majority of sales managers believe that the most important objectives of their sales forces ought to be: 1) retaining existing accounts, and 2) gaining share with existing accounts (see Table 2). What is striking about the results overall, however, is the fact that sales managers' perceptions of their present performance in these key areas of selling effectiveness fall far short, in virtually all cases, of their rating of their importance.

For example, while 76% of participants rated retaining existing accounts as very important, only 63% rated themselves as very effective at doing it. Similarly, while gaining share within existing accounts was rated as important by 68% of respondents, only 39% saw themselves as very effective at accomplishing that goal. That's clearly no vote of self-confidence.

Part of the reason for that lack of effectiveness, we suspect, may be the amount of time and resources companies are committing—whether as a strategic goal or simply out of habit—to finding new customers and opening up new accounts. Just how tough it can be for those whose sales performance depends on gaining new accounts can be calculated by reviewing what managers say an average sales call costs and also how many calls are required to close first sales in contrast to subsequent sales.

Specifically, survey respondents reported that it took an average of seven calls to close a first sale compared to only three calls to close a subsequent sale with an existing customer.

By multiplying the difference of four sales calls by the average cost of a sales call or \$239, we can see that it's more than twice as expensive to land a new account as to penetrate an existing account.

Type of Account	Number of Calls Required to Close	Cost of a Sales Call	Cost of a Sale
NEW	7	\$239	\$1,673
EXISTING	3	239	717
DIFFERENCE \$ 956			

That amounts to a whopping 133% premium on the cost of a new sale over one to an existing account. And while it should be no surprise that breaking a new account costs more (companies

spend an average of 53% more on T&E alone on new accounts, as we saw in last May's T&E survey, "Are You Getting Your Money's Worth?"), the level of those costs should give companies a better perspective on how their sales

from sales to new accounts. That figure isn't surprising when we consider that managers at most firms indicate that the margins accepted "to get a foot in the door" are often lower than those for subsequent sales—making new ac-

It takes an average of seven calls to close a first sale, three for a subsequent sale.

efforts should be distributed among new and existing accounts.

In fact, survey participants report that an average of only 17% of their companies' total sales volume comes

count business the least profitable as well as the most costly.

Given that survey respondents indicate that the average number of active accounts per sales representative is 99,

Evolution Of A Sales Manager

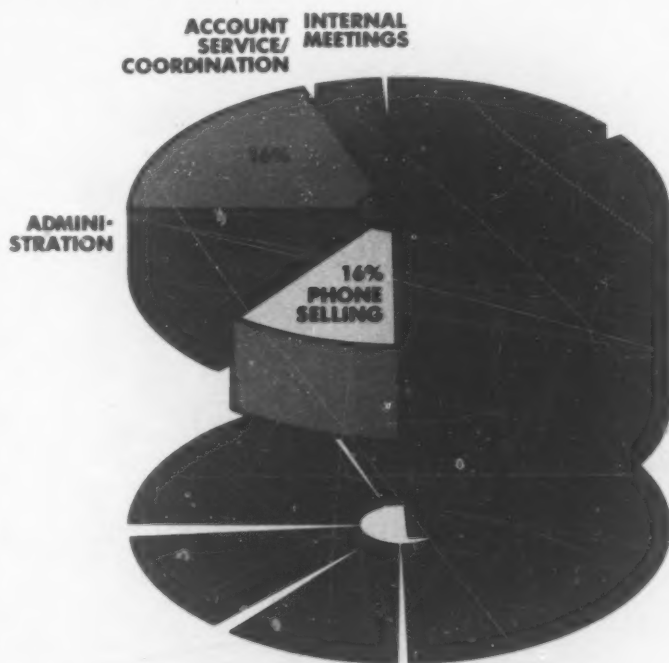


One of the most surprising things that turned up in our survey is how many different sales positions, goals, market segments, sales skills, pricing issues, and ROI expectations will have to be managed by top sales executives in the 1990s in contrast to the relatively simple management challenge of the past.

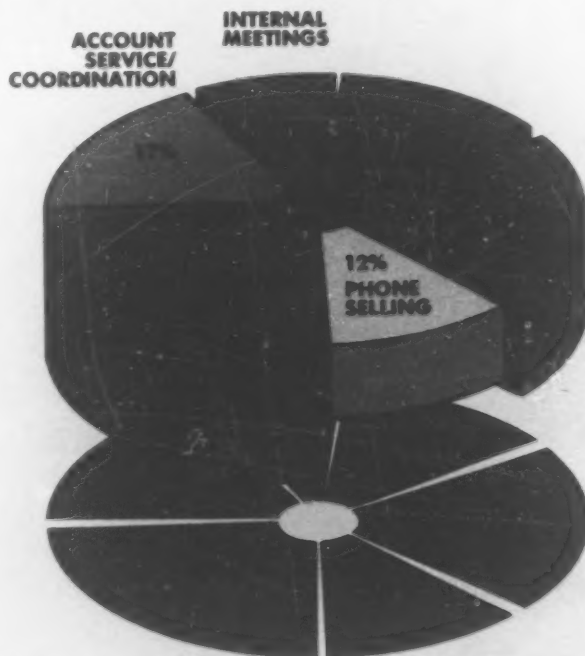
The degree of complexity (and stress) found in a managerial job can be measured by estimating the extent of differentiated tasks and interpersonal relationships that must be integrated toward one objective by the sales manager:

1950s—1970s		1990s
Volume sold by:	Direct sales force	75% through direct sales 5% through telemarketing 11% through distributors/wholesalers/VARs 6.6% through outside sales agencies 2.4% through others
Kinds of sales jobs:	Territory sales reps District managers Regional managers	Territory sales reps Key or major account reps National account managers Sales support reps Customer service reps Telemarketing reps Administrators Sales trainers District managers Regional managers Industry specialists
Marketing approach:	Mass marketing techniques targeting one type of customer	Market segmentation techniques targeting several "niches"
Performance expectations:	Increase in overall sales volume Minimize turnover	Increase sales volume in strategic markets, strategic products Increase margin contribution Decrease cost of sales Attract top sales performers

How Salespeople Spend Their Time



And Sales Managers...



we can also profile the return on annual time investment of the average American sales force by calculating that 17% of 99 accounts (or 17×7 sales calls) equals 119 sales calls and comparing that to the 246 calls per year ($82 \text{ accounts} \times \text{the 3 calls required to close}$) that remain. The inescapable and depressing conclusion: the average sales force seems to be spending 33% of its selling time gaining the least profitable 17% of its revenue.

You might want to keep some of those numbers in mind the next time a salesperson is transferred to a virgin territory or a new sales representative is sent out into the field without a base of existing accounts.

PRODUCTIVITY PRESCRIPTIONS

Our survey results suggest that some sales managers have already started to respond to the challenge of improving sales force productivity. Table 3 suggests some of the options that will receive greater attention.

In particular, it reveals that sales managers are leaning toward two productivity levers to regain lost ground:

- Integrating new technology into the sales force. The sales force of the 1990s will be making greater use of such technologies as laptop computers, E-mail, faxes, car phones, and other electronic or computer-based tools. While 47% of top sales managers believe that integrating new technology is important now, fully 66% believe that integrating new technology will be a critically important productivity lever in the 1990s.

- Increasing sales force incentives. The single most favored productivity lever both now and in the next decade is using incentives to focus sales efforts on strategic accounts and products.

The trouble is, while these measures may be favored, we don't necessarily know that they will work. Through a closer look at some of the better-performing sales forces in the survey, however, we can offer some concrete prescriptions for sales managers seeking to develop a more productive sales team over the next decade.

To accomplish that analysis, we first defined the best performing sales forces by arraying the survey responses for each firm's cost of sales by quarters from high (low performance) to low (high performance). We then correlated the level of sales force investment or input measures for the firms in the high-performing quarter to the level of investment indicated by the overall result and firms in the lowest performing quarter.

PRODUCTIVITY

The conclusions (displayed in the table below) should arm sales managers with some of the information they need to make their sales efforts more productive and their companies more profitable (and their top management happier).

■ First, there is a distinct relationship between pay levels and sales force turnover. Over several decades, sales rep turnover has been the highest of all white collar professions. Many are the sales managers who have argued for higher pay and who have moaned about the high cost of turnover. The survey results (which combine voluntary and involuntary turnover) provide one more strong argument for these sales managers: as the chart below indicates, the higher the firm's average total cash compensation for sales reps, the lower their likely turnover.

	Average Annual Total Cash Compensation per Rep Paid by the Firm	Sales Rep Annual Turnover Rate For Those Firms
TOP QUARTER	\$76,435	24%
3RD QUARTER	\$47,957	26%
2ND QUARTER	\$40,913	29%
1ST QUARTER	\$30,087	37%

■ Second, the survey shows that the more a firm pays a sales rep or manager, the more he or she will produce for it. According to the survey, firms that have a low cost per sale pay their sales managers an average total compensation of \$71,286 and their sales reps an average total compensation of \$53,069. In comparison, the overall survey average total compensation for sales managers was \$67,926, and for sales reps \$49,158. Firms with a high cost of sales, on the other hand, paid sales managers an average of \$62,357 and sales reps an average of \$43,310. The implication is clear—better paid sales forces sell more per rep.

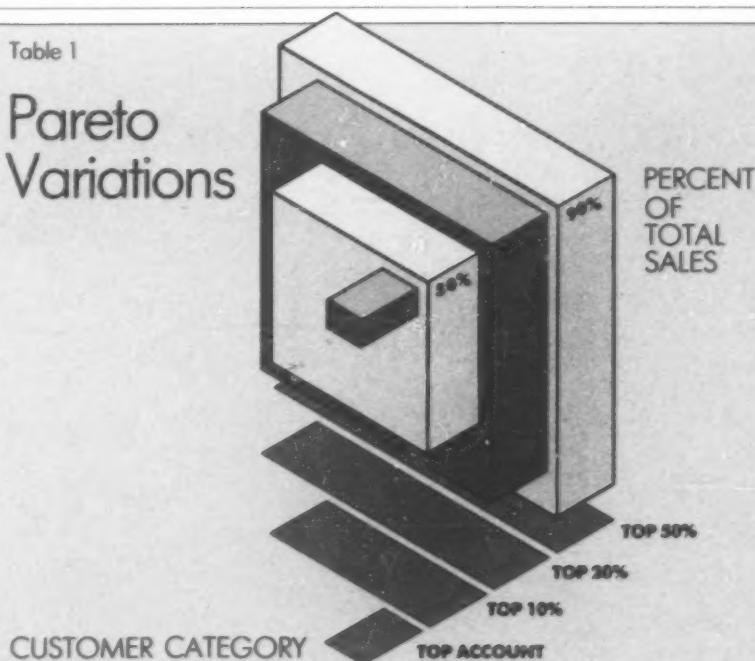
■ Third, top performance sales forces invest in their sales force by spending an annual average of \$5,361 per sales rep on training, while firms in the lowest performance group spend \$279 per sales rep in their annual training budget.

What's more, the annual meetings budget of top performance sales forces averages \$4,563 per sales rep in contrast to the lowest quarter sales organizations, whose annual meetings budget averages \$232 per sales rep.

To get another angle on what areas to target for productivity improvement, we can also look more closely at the profit gains achieved by companies that gave themselves a high rating for effective

Table 1

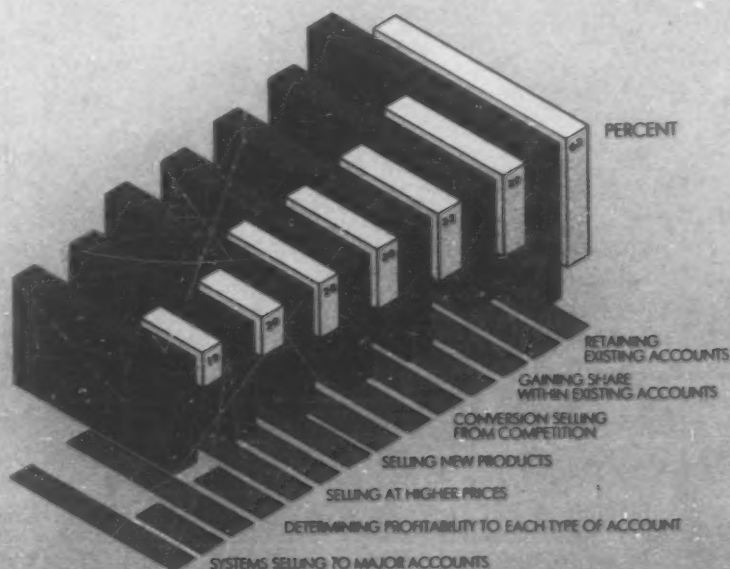
Pareto Variations



SOURCE: Data in all tables from *Sales Force Productivity*, a joint study conducted by Personnel Corporation of America and Sales & Marketing Management.

Table 2

How You Rate Yourself



The table below compares the percentage of survey respondents:

- who rate various selling tasks as having great importance with the percentage
- who think that they're presently doing a good job at those tasks.

Table 3

Weighing the Options

The table below ranks sales productivity improvement options in terms of the percentage of companies that rate them as important now and in the 1990s. Those options growing most significantly in importance are highlighted.

NOW

Rank		
1.	Increasing incentives for strategic accounts	60%
2.	Increasing incentives for strategic products	57%
3.	Increasing incentives on volume	53%
4.	Improving motivation programs	50%
5.	Integrating new technology	47%
6.	Sales alternatives: direct mail	41%
7.	Sales alternatives: telemarketing	35%
8.	Increasing reliance on independent reps	35%
9.	Sales alternatives: catalogues	34%
10.	Increasing reliance on distributors	34%
11.	Increasing reliance on VARs	23%

1990s

Rank		
2.	Increasing incentives for strategic accounts	69%
4.	Improving motivation programs	57%
5.	Increasing incentives on volume	56%
7.	Sales alternatives: direct mail	45%
8.	Sales alternatives: catalogues	41%
9.	Increasing reliance on independent reps	40%
10.	Increasing reliance on distributors	37%
11.	Increasing reliance on VARs	23%

tiveness in specific aspects of their sales efforts. Table 4, for example, suggests once again that the big gains are to be made through an effective focus on existing accounts and on introducing new products.

The prescriptive conclusions for sales managers looking to join the ranks of top performance sales organizations are quite clear:

- Concentrate sales efforts on new products, particularly to existing accounts. Firms that are effective in accomplishing these objectives are three times more profitable than the overall survey average for those measures. In addition, firms that are effective at gaining share within existing accounts are able to maintain cost-of-sale levels 10% lower than the average for the survey as a whole.

- Concentrate on integrating new technology into the sales force. Firms who deem sales force automation as important have profitability levels of 30.8% compared with the overall survey profitability rate of 11.8%

- Be wary of systems selling. Systems selling to major accounts does seem to correlate to a lower cost of sales (11.8% compared with 14% for the survey overall). However, be aware that only a few companies have focused on this effort, and these for a relatively short period of time. Thus far, there is no indication that it results in a higher level of profitability. □

William A. O'Connell is a partner in the sales force management practice for Personnel Corporation of America, a Norwalk, CT-based management consulting firm.

Table 4

Sales Management Practices

Productivity Indicators for Those Who Rate Themselves Highly Effective vs. Overall Survey Average

PRACTICE	% WHO CONSIDER THEMSELVES VERY EFFECTIVE OR QUITE EFFECTIVE	OVERALL SURVEY	PROFITABILITY EFFECTIVE FIRMS	% DIFFERENCE	OVERALL SURVEY	COST OF SALES EFFECTIVE FIRMS	% DIFFERENCE
Systems selling to major accounts	18%	11.8%	15.2%	28.8%	14%	11.8%	(15.7%)
Determining the profitability of sales to each account	20	11.8	21.8	84.7	14	13.6	(2.9)
Selling at higher prices	27	11.8	8.4	(28.8)	14	12.8	(8.6)
Gaining share within existing accounts	37	11.8	32.7	177	14	12.5	(10.7)
Selling new products	32	11.8	34.4	192	14	16.3	16.4
Retaining existing accounts	62	11.8	22.6	91.5	14	13.1	(6.4)

NOTE: Profitability is given as the ratio of profits to total sales; cost of sales as the ratio of reported sales costs to total sales.

ARE YOU OVERSPENDING ON TRAINING?

Here's what it takes to put a top-notch sales force in the field.

BY WILLIAM KEENAN JR.,
SENIOR EDITOR

If all training programs for experienced salespeople at your organization were halted tomorrow, what would you expect to happen to sales in the course of the next six months or a year?

Fifty percent of the respondents to a recent *Sales & Marketing Management* survey felt that there would be *no change* at all. At first glance, this suggests that they don't value their sales training efforts too highly. The truth, however, may be not that their training expenditures are wasted or that they're not spending enough; rather, it may be that companies are not spending their training money *carefully enough* to make it effective.

HOW MUCH IS ENOUGH?

The average amount spent on sales training for experienced salespeople, according to the 1,554 companies that responded to our survey, was \$3,737 per salesperson. The average is misleading, however: The *median* amount spent on sales training (half of our respondents spent more than this and half less) amounted to only \$1,767. Larger companies spent more, as might be expected, and as many as 5% of the respondents spent \$10,000 or more per salesperson. But the majority of compa-

nies spent far less (see Table 1). Even among companies with revenues of \$500 million or more, more than half spent less than the average for all companies.

The amount a company spends on sales training depends on the type of industry it's in, the size and nature of the sales force, the amount of travel or the type of facilities required, the amount of turnover in the sales force, and the company's strategic goals and how these are translated into sales training goals.

The last of these is most important, according to those responsible for sales training on both sides of the fence—sales managers and corporate trainers, as well as those outside suppliers who provide sales training programs and services. And the ideal training budget would be started by determining training needs and then spending whatever was necessary to meet them.

One company that comes close to that ideal is Xerox Corp. According to Bill Ernise, vice president of customer and marketing information for Xerox's U.S. Marketing Group, "Training starts with a sophisticated needs analysis that includes interviewing customers about their needs." That analysis is used to identify shortcomings or gaps in sales skills, and training programs are developed to eliminate the shortcomings and

fill the gaps.

Even with an unlimited budget, however, training dollars can be mis-spent if they're not tied to specific goals like displacing a certain competitor, expanding business within specific accounts, or freeing up selling time. "How much training costs should depend on how much it is worth to a company," says Derwin Fox, senior vice president of product planning and development at Learning International, which offers on-site sales training programs for \$300 to \$500 per day per salesperson; and its worth can be determined accurately only if a company can tie training to a specific benefit or sales-related goal. "Whether a company spends \$1,000 or \$5,000 per person makes little difference if that training isn't tied into a business strategy."

Mark Burrall, sales manager for Pflow Industries Inc., a \$10 million manufacturer of vertical conveyors with four field salespeople, uses a training strategy similar in philosophy, if not in sophistication and expenditure, to that of Xerox. "We encourage salespeople to let us know what skills they feel they need to develop," says Burrall. "Then we look around to find the program best-suited to provide those skills." Because of the size of his sales team and his budget limitations—the \$1,767 median is "in the ballpark" for his com-



pany—Burrall uses off-the-shelf programs and seminars almost exclusively, with most of the budget going to program fees, travel, and hotel costs. While the costs of such programs vary a good deal, Burrall says he is wary of training "bargains" and sticks primarily with established training organizations like the American Management Assn., the Univ. of Wisconsin Extension Courses, and programs offered by Chester Karrass. "Some of these may be more expensive than others available," he says, "but we've generally found that you get what you pay for."

TIME OUT OF THE FIELD

Almost as important as how much money to spend on training is the question of how much time to spend on it—or, alternately, how long can you afford to keep experienced salespeople out of the field before the losses resulting from their absence negate the gains resulting from their training?

The answer, in terms of our survey response, is a median of 1.7 weeks, or 8½ days out of the field. That median creeps up to a full two weeks for companies with 500 or more salespeople, but in our overall survey response, only one company in four devotes two full weeks or more to formal training sessions for experienced salespeople.

Some companies get away with less time than that by moving as much of the training effort as possible into the field and by providing more "up front" training to salespeople—i.e., providing more extensive training early on in the salesperson's career.

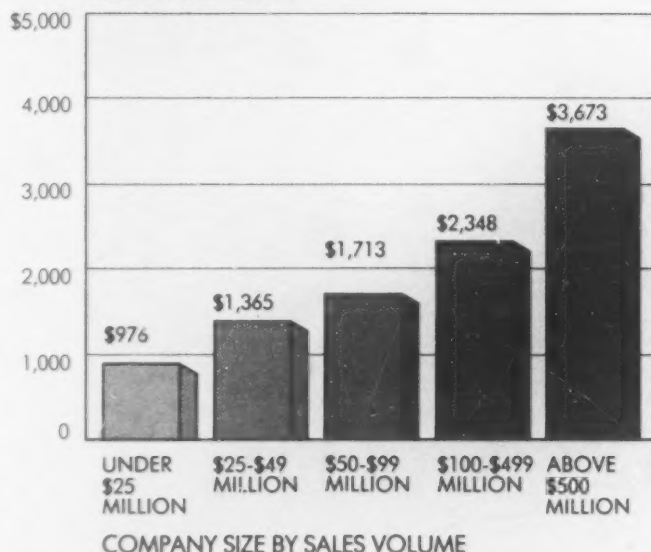
Hercules Inc., for instance, treats its chemical industry recruits to 26 weeks of training in their first year but keeps formal training sessions for experienced salespeople down to a week or less. A good part of that training, says John F. Regan, manager of professional development at Hercules, is devoted to "bringing salespeople up to speed on product knowledge." In addition, for senior salespeople, non-product training involves sharpening sales skills and reviewing marketing tools available that bear on specific customers.

One factor that works in Hercules's favor, Regan suggests, is its extremely low, 4%-6%, turnover in sales and marketing. Another factor that works to keep their maintenance training needs below the average is that most of their salespeople come from the ranks of chemists and chemical engineers within their organization who have already been working with customers. A third factor that works to

TABLE 1

What You're Spending on Sales Training

MEDIAN SPENDING



sharpen the skills of senior Hercules salespeople, says Regan, is that "once our salespeople become experienced, we expect them to give as much training as they get, both in the field and in more formal training sessions."

Xerox Corp., which provides its in-

Brunswick, and Xerox, among others, to decentralize training efforts as much as possible—to get it into the field in the form of self-paced training manuals, videos, and PC-based programs.

Bergen-Brunswick, according to national director of

"Experienced salespeople give as much training as they get."



intermediate level salespeople with two weeks of training per year, similarly focuses on solution-oriented training. Bill Emiss describes the approach: "Here are the problems that salespeople are running into, we say, and we put them through role-play situations and case studies that address those problems." Xerox training may also involve interactive computer programs and custom videos.

The time element, the chore of getting as much effective training as possible accomplished in those two weeks or less, has encouraged many companies like Hercules, Bergen-

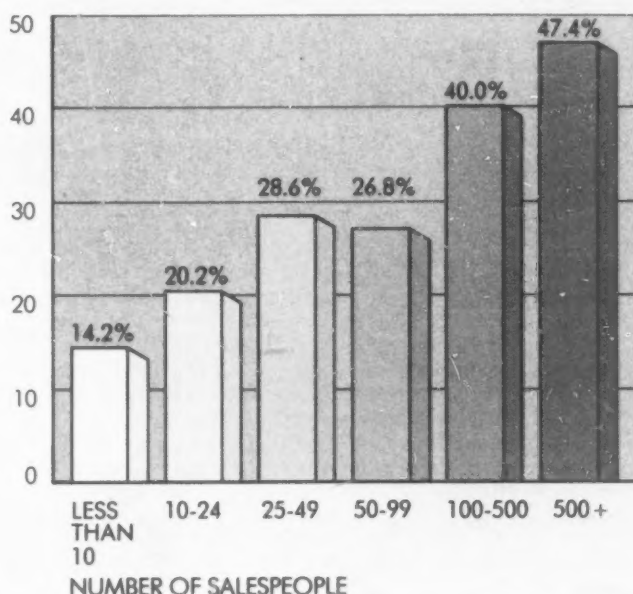
sales David Barousse, "is constantly looking for ways to compress training by looking for things that can be done at a field location rather than in a corporate training center. That way, training takes place in the same environment in which the skills are going to be used." That compression and portability of training materials also allows Bergen-Brunswick salespeople to devote one full day per month to training, without losing time out of the field for travel.

The goal of "compression," however, has also led some companies to the mistake of trying to cram too much training into the time they have avail-

TABLE 2

Time out of Field

% of Companies Providing Two or More Weeks of Training



Drill Them to Train Themselves



"The best salespeople are those who have embraced their own sales training regimen," says Brian Tracy, of Brian Tracy Learning Systems in Solana Beach, Cal. "They take it on themselves to assess their performance every day, to read something to improve their sales effectiveness every day, and to listen to audio training tapes in their car between calls. In other words, they look at what they do as a profession, and not a nine-to-five job."

You can identify the self-motivated professional, Tracy says, by the fact that after every presentation, after every call, he asks himself two questions:

- What did I do right?
- What would I do differently if I had to do it again?

The problem, of course, is that only a small percentage of salespeople are so highly self-motivated. The rest need a little help. And that's not the sort of help that you can provide in a rousing motivational session to kick off your annual sales meeting. That's "rah-rah" motivation, says Tracy, and it wears off in a day or two. True motivation, he says, comes from "an enhanced feeling of competence, confidence, and personal skills, and that comes from successful performance."

To get more of their salespeople moving toward that level of motivation and performance, Tracy advises his clients to hold 30-minute mini-training sessions two or three times per week in addition to longer, less frequent sessions. After all, he adds, "The Marines don't stay fit by training a couple of times per year."

able—or to try to accomplish all of their training goals in one shot. "One-shot training is the biggest waste a company can make of its money," says Derwin Fox of Learning International, whose training programs are typically conducted in three-day blocks several times a year. This may be doubly true for companies with large groups of salespeople that try to tack training sessions onto the end of annual sales meetings.

Training efforts are more successful when groups are kept small—and as close to one-on-one as possible—and when they are spaced at regular intervals throughout the year. In particular, this allows companies to follow up on training effectiveness more closely and to build on previously learned skills.

TRAINING INSIDE AND OUT

Who provides sales training for most companies—corporate sales trainers or outside programs and consultants? While most companies have hired an outside trainer or consultant at one time or another, the majority of responding companies use resources within their companies or within their industries for the greater part of their training effort.

In fact, only 5% of our survey respondents make frequent use of outside trainers or consultants to conduct sales training sessions, 23% make occasional use of them, and as many as 35% say they never use them. Part of the reason may be that age-old fear of hiring a consultant to tell you something you already know—or should have known. Another is that as many as 70% of all companies, according to estimates by Brian Tracy, a sales trainer based in Solana Beach, Cal., do not provide sales training at all but do provide what amounts to product or technical training. Of those who do use outside training help, however, 70% say they're getting their money's worth.

Larger companies may use outside trainers or consultants more frequently (51% of responding companies with revenues of \$500 million or more indicate that they use outside training help frequently or at least occasionally) and show greater satisfaction with the results (79% say they get their money's worth), but that may be because they have much more control over what those outside trainers are providing and how it is integrated into their overall training effort.

Warner-Lambert, for instance, uses outside trainers and training programs as the basis for all its programs, printed materials, and video training materials—but it never uses anything

right off the shelf. Instead, says Vincent Peters, sales training manager for the pharmaceuticals firm, "We use outside trainers only to train us." Materials and workbooks are then adapted internally to make them more industry-specific. The same holds true for videos: "We start from scratch whenever we put together a training video. The basics may be the same as an off-the-shelf program, but they're completely customized to our needs." The interactive videos, in fact, are an important element in Warner-Lambert's training program, which is accomplished largely in field offices throughout the world. The videos may cost \$50,000 or more to produce, but because of the care and customization that goes into them, they have an extended shelf life. In fact, says Peters, "Some of them never become obsolete."

Smaller companies with smaller budgets, of course, must make greater use of what comes off the shelf, but they're just as concerned about customizing training to their companies and industries. One of the most frequent complaints about outside training programs is that they're just not industry-specific enough.

Carole Broadus, who directs training for the salespeople who sell Learning International's training programs, says that her people have heard that same complaint and she sympathizes with it. Her company is responding to that call by training its salespeople to find out more about customers and their industries up front, to help in developing more relevant training material.

MAKING TRAINING COUNT

Our survey confirms the importance of evaluation and follow-up in sales training.

Explains Barousse of Bergen-Brunswick, "Our follow-up and support is based on the fact that everyone in the company, from the president and group vice presidents through divisional people and regional managers, not only knows about the training but has gone through it themselves. So the salesperson knows everyone will be speaking the same language and directing their attention toward the same goals." Training efforts are also reinforced through a newsletter, a monthly half-hour video, and other communications to the field.

Our survey shows, in fact, that most companies make some effort to measure and evaluate the success of their sales training programs, primarily by observing salespeople in action before and after training (48%) and the ob-

vious benchmark of increased sales (40%). But it should also be obvious that changes in sales volume may be the result of a lot of things—compensation, competition, recruitment, coaching, incentive programs, and market changes among them—that have nothing to do with sales training.

Before-and-after testing, on the other hand, offers a relatively simple means of finding out what salespeople have retained. "You'd be surprised at how much of our evaluation effort is a matter of black marks on white paper," says Bill Ernise of Xerox.

Depending on the nature of their sales effort and their industry, other measures that companies might want to use, says Kevin Corcoran, vice president of marketing at Learning International, are the number of sales calls made by salespeople before and after training, the average revenue per sales call, the cost of a sales call, the average length of the sales cycle, and the call-to-close ratio. Any one or combination of these can be useful as measures of training effectiveness, says Corcoran, but all can be undermined by something as simple as a change in sales managers for a particular region.

In fact, the sales manager plays a pivotal role in the success of any training program through his or her roles as overseer, evaluator, and coach. Steve Fusco, for instance, a business development manager and former sales manager for Videoconferencing Systems Inc. of Norcross, Ga., suggests that the 50% of our survey sample that felt their sales results wouldn't change "probably didn't use their sales managers to enforce and reinforce their sales training to begin with. Or if they did hold their sales managers accountable, they didn't give them the time to get out in the field to see that salespeople were applying the techniques they'd learned."

Another resource that companies tap to add an extra dimension to their training—one that will contribute to making it more industry-specific, more credible, and more likely to be utilized and supported back in the field—is to incorporate senior salespeople into the training effort.

"Senior people can provide a valuable training model by sharing their experience of good sales," says Carole Broadus of Learning International.

California-based American Honda went even further to institutionalize the success stories of their best salespeople as part of their sales training. They sent commercial production company MultiMedia Films on the road to collect videotape interviews from top salespeo-

ple at dealerships throughout the country. According to Bill Young, product and sales information manager for Honda, there is no "corporate line" on how to make the sale, and dealers and salespeople are encouraged to create their own approach. Honda's five-part training film series, "The Road to a Sale," is meant to collect the best of those approaches and make sure salespeople around the country get a chance to see them. Young went through Honda dealerships to identify salespeople who had demonstrated special skill in one or more steps of the sales process: meeting, greeting, and qualifying; presentation and demonstration; closing; delivery; and follow-up. Says Young: "It's the most successful training series we've ever done."

And if Honda stopped all of its training efforts tomorrow—what would happen to its sales? Young can't conceive of that possibility and is making plans for a second series of training films based on interviews with successful salespeople.

In fact, the 50% response that sales would remain level by year's end if all sales training programs were halted tomorrow is misleading—particularly when we see that 66% of the respondents would like to spend more money on training than they are. That surprising result may be due to the fact that many companies take a more sophisticated, long-term view of training effectiveness. In many cases, for instance, companies say that sales would stay level for perhaps a year but would be sure to fall in a 12- to 18-month period if training programs were discontinued.

"We see training as insurance on our biggest asset—human resources," says David Barousse of Bergen-Brunswick. "Find me a company without that insurance, that has stopped training its salespeople, and I'll target that market and that company and have its business by year's end." □

Survey Datafact

DENSE, DENSE, DENSEST

Chicago's population per square mile of 3,261 might seem pretty crowded, until you discover that the New York metro area has a population density more than twice as high—7,491. But neither one can hold a candle to Jersey City, where the population per square mile is a staggering 11,880 people.

SOURCE: SEAM'S 1989 SURVEY OF BUYING POWER.

NOT ART FOR ART'S SAKE

One of the fastest-growing software markets is the new breed of do-it-yourself presentation programs that enable salespeople to create their own visuals. Unit shipments of such software will more than double in the 1988-93 time frame to 4.882 million units, says William L. Coggs, head of Desktop Presentations, a Mountain View, Cal., research firm.

Timothy P. Byrne, a Procter & Gamble key account manager in their Boston office, points out the big appeal of such software: "I can customize each presentation. This is very critical when you want to align yourself as close to customer needs as you can."

The new technology raises a prickly issue—namely, should salespeople tackle what up to now has been the turf of graphic designers. Ironically, one of the hurdles PC software vendors face is corporate reluctance to vitiate their investment in graphics departments.

Software vendors, who have a vested interest at stake, insist that the artist's smock can fit a salesperson. Mark Sherman, product manager of Persuasion at Aldus Corp., Seattle, explains: "When we developed Persuasion, we decided that a tool to be used by a businessperson must eliminate requirements for design skills. Once a salesperson using Persuasion outlines the presentation, the software lays out and formats the slides."

Top Five Presentation Programs

	1988 Shipments (Thous.)
1. Harvard Graphics (Software Publishing)	151.7
2. ShowPartner F/X (Brightbill-Roberts)	125.0
3. Freelance (Lotus Development)	120.0
4. GEM Graph (Digital Research)	79.0
5. Chart (Microsoft)	70.0

SOURCE: Dataquest.

Cary Fulbright, product manager of Harvard Graphics at Software Publishing, Mountain View, Cal., says, "The graphic arts department formats fill-in-the-blanks templates. The salesperson can do a spreadsheet analysis, then go into Harvard Graphics, where the templates will read the worksheets and graph the results."

Most companies, while admitting the presentation mode is becoming as

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COMPUTERS

important as the content, aren't ready to give salespeople free rein. According to Fred Lampe, manager of technical analysis at Northern Telecom's customer presentation center in Research Triangle Park, N.C., his department uses Microsoft's PowerPoint to generate the information and graphic content to support Northern Telecom's new products or services.

"Once we feel comfortable with a new product or service," he says, "marketing communications will create a 35mm slide presentation and distribute it to the general sales force to use when calling on telephone companies."

Honeywell's MicroSwitch division in Freeport, Ill., gives its sales force more latitude. "The marketing people put together the core presentation," says analyst Michael Palmer. "However, we give the salespeople enough skills with Harvard Graphics so they can customize it."

At Apple Computer in Cupertino, Cal., the marketing department creates a basic sales presentation, which is then customized by field sales personnel for use by computer dealers. The presentations are distributed on CD-ROMs so that sound and animation can be included.

Use of Portables Today and Tomorrow by Company Size

DEPT.	TOTAL		SMALL		MEDIUM		LARGE	
	TODAY	FUTURE	TODAY	FUTURE	TODAY	FUTURE	TODAY	FUTURE
Accounting/Finance	24%	17%	22%	19%	26%	19%	24%	15%
Sales	10	16	8	12	12	19	9	15
Other	20	15	24	21	20	16	19	13
MIS/DP	11	13	9	7	11	13	12	15
General usage/all depts.	13	12	6	2	10	9	17	16
Don't know	4	12	3	16	6	11	3	11
In-home use	11	10	7	5	10	8	14	13
Engineering	8	7	7	12	9	9	8	5
Pres./VP	2	1	6	2	1	1	*	1

*Less than .1%.

Note: Totals won't add to 100% due to multiple choice.

Definitions: small, 1-99 employees; medium, 100-999; large, 500+.

SOURCE: Dataquest, Personal Computers in Business—A Market Report.

LAPTOP USE FOCUSES ON SALES FORCE

Sales is the only department that will enjoy significant increases in the use of portable PCs. At least that's the conclusion reached in a survey among 1,216 companies conducted by Dataquest, the San Jose, Cal., researcher.

The larger the company, the greater the sales use: the share of small companies planning to put laptops in the

sales department is projected to go up 50%; medium-sized firms, 58%; large firms, 66%.

The catalyst for the surge: more face time with customers. Lynn Anderson-Dacy, marketing manager of Envoy Systems, a Waltham, Mass., marketer of a turnkey sales force automation system, says polls of attendees at their seminars indicate marketers are looking for a 60%-65% increase in face-to-face selling time. □



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COMPENSATION

IS YOUR SALES PAY PLAN PUTTING THE SQUEEZE ON TOP PERFORMERS?

BY WILLIAM KEENAN JR.,
SENIOR EDITOR

Not all salespeople are alike—few sales managers are likely to argue with that claim. There is a wide variety among salespeople in energy, ingenuity, contacts, and overall selling skills that accounts for a wide range in individual sales performance.

If that's the case, then why, you might wonder, does sales compensation seem to be undergoing a significant compression—with the range of compensation growing much more narrow and the compensation levels of top performers being kept much closer to the overall average?

Signs of that compression are readily apparent in a recent survey of sales compensation policies and practices conducted by TPF&C, a Towers Perrin company, as part of an ongoing compensation database. The trend seems to be affecting consumer and industrial products companies in particular, where the difference in pay between below-average and above-average salespeople—what might be dubbed the "performance premium"—is virtually the same as one that would typically be established for clerical and most other non-sales positions that are paid straight salary.

The survey, covering compensation for salespeople and managers at more than 120 Fortune 500 or equivalent

companies, suggests that while companies may pay lip service to the notion of pay-for-performance, in sales—where actual performance may be measured more objectively than for virtually any other position—compensation levels are becoming more compressed, more alike, more homogenized, whether the salesperson is among a company's top performers or simply average.

MINIMIZING THE DIFFERENCE

"The question I would ask of any company that found its sales compensation becoming compressed to so narrow a range," says Frank X. Dowd, a principal and sales management specialist in the Stamford, Conn., office of TPF&C, "is what kind of message do you want to send to your salespeople? Do you want to reward your top people by paying them only marginally more than salespeople who are performing closer to the overall average?"

Table 2 illustrates the point dramatically. For this table, TPF&C asked survey participants to rank the total earnings of all of their salespeople and compare the earnings at the first quartile (25% of their salespeople make equal to or less than this amount) and the third quartile (25% would make equal to or more than this) to the average for their sales force as a whole. The "premium" is determined by dividing the third quartile ratio by that of the first quartile.

The homogenization of sales compensation is seen most vividly in consumer and industrial products compa-

nies, where even sub-par performers—those at the bottom quartile—can expect to earn 90% of the average sales compensation for the company. By the same token, higher level performers, those at the third quartile, will be making only 9% and 10% better than average in consumer and industrial products, respectively. Even more telling is the fact that the highest-paid salesperson in those industries—the star, the top gun—earns only 123% of the average at industrial companies and 128% of the average at consumer products companies. That's a sure sign, Dowd says, that these companies have put in place some kind of limiting formula or cap on sales compensation to keep pay for top performers closer to earth. By contrast, the top sales performer at a business services company typically makes as much as 160% of what the average salesperson at the same company would earn.

WHERE'S THE RISK?

The amount of pay at risk may be something of a factor in the pay differences. Incentive pay targets for salespeople at consumer products companies typically fall in the range of 15%-20% of base salary; for industrial products companies, they're closer to 20%-25%. For salespeople in business services, however, incentive pay amounts to an additional 50%-70% over the salesperson's base pay.

These numbers could be misleading, however. "In fact," says Dowd, "some companies may be telling their sales force that their pay is at risk when



FRANK ANSLEY

TABLE 1

Total Cash Compensation

Position (experience)	Business Services	Industrial Products	Consumer Products
Junior (0 to 1 year)	\$38,800	\$30,400	\$29,900
Intermediate (2 to 4)	43,600	41,800	36,700
Senior (over 5)	59,900	52,700	44,900
Key accounts (over 5)	71,000	60,000	53,000
First line supervisor	83,600	69,000	51,800

TABLE 2

Benchmark Compensation Ratios

	Business Services	Industrial Products	Consumer Products
Ratio of first quartile to average for sales force	82%	90%	90%
Ratio of third quartile to average for sales force	113%	110%	109%
Ratio of highest paid salesperson to average	160%	123%	128%
Performance premium (third-quartile ratio divided by first-quartile ratio)	38%	22%	21%

NOTE: For the purposes of this survey, respondents were asked to rank all of their salespeople in order of their total cash compensation from the lowest paid at the bottom of the range to the highest paid at the top. The first quartile in this type of ranking would be represented by the total compensation for the salesperson who ranks one-quarter of the way up from the bottom, and the third quartile by the pay of the salesperson who ranks three-quarters of the way up from the bottom (or one-quarter of the way down from the top). Thus if a company had 100 salespeople ranked from the lowest paid (No. 1) to the highest paid (No. 100), the first quartile would be represented by the pay delivered to salesperson No. 25 and the third quartile by the pay delivered to salesperson No. 75. The performance premium would tell you the percentage difference between No. 25 and No. 75 in the compensation pecking order.

SOURCE: TPF&C.

it really isn't." While most incentive plans are designed to promote and reward superior performance, that goal is often undercut at the field level. "Some sales managers may be equalizing compensation results by giving their best performers higher quotas or by dealing off new assignments to the person at 85% of quota rather than the person at 130%."

Now the numbers should not be all that surprising for consumer products marketers, says Dowd, "where the role and responsibilities of the local sales rep is usually geared more toward providing in-store support in the form of merchandising, training, and enlisting support on promotions, and less toward pure selling." The selling influence in general is more dispersed at the same time that the buying influence on the retailers' end has become more consolidated. But the role of the salesperson still retains some prominence in industrial sales, he adds, "and I'm surprised at the 22% premium we see there between above- and below-average performers."

What the numbers seem to make clear is that if your nephew or niece is interested in a job in sales, you would do well to steer them toward a business services company. Not only can they expect higher earnings at all lev-

els of experience even if they are average performers (see Table 1), but they can also expect a much greater payout if they turn out to be one of the stars (Table 2). There is a downside risk in the higher portion of pay that is driven by performance. As a result, a salesperson at the first quartile in business services will make only 82% of what the average salesperson makes—though even that risk doesn't seem so great in light of the opportunities and the fact that the average salesperson's pay is greater than that in consumer and industrial products sales.

Some of the reasons behind the bigger numbers in business services might also recommend it as a career choice. In particular, the salesperson has a very prominent role to play in the marketplace. "In many cases, the sales rep in business services may be creating the market he or she is selling to," Dowd says. "A prospect who is asked to consider buying certain information, advisory, or communications services may never have used that service before, may not even be aware that he needs it." But that's true pay for performance—the greater the risk, the greater the reward, right? And hasn't that been the great motivator in sales since the first salesperson took to the road?

Continued from page 72

have been very displeased by trips where I did not previously check out the facilities. I've also been very embarrassed."

For executives who don't have the budget or time for site inspections, Greg Thomas, premium buyer for the Evansville, Ind.-based Credit Thrift Financial Corp., suggests a partial answer: "More videotape previews of facilities."

"Finding a cost-effective agency to manage the program" is the biggest challenge for Dwight Fish, sales director of Renaissance Publishing, Auburn, Ind. "We are in the middle of a growth cycle and are just a bit understaffed to manage in-house and not large enough to let an outside service take over."

For most users, the local travel agent has a slight edge in planning, preferred by 47%. Forty-six percent manage their programs in-house. Only 19% engage full-service incentive houses, and 17% count on the direct services of travel suppliers. (Multiple answers account for a total exceeding 100%.)

Toting up dollars or units sold is the most popular measure of a program's results (64%); second choice (42%) is the percent of eligible people reaching quota. Twenty-three percent calculate increase in market share, and another 23% figure the profit on incremental sales. About 17%, based on their sales organization structures, judge branch or district performance.

A common dilemma is expressed by an airline executive who has trouble "evaluating whether additional revenue was derived from the incentive program or from other sources."

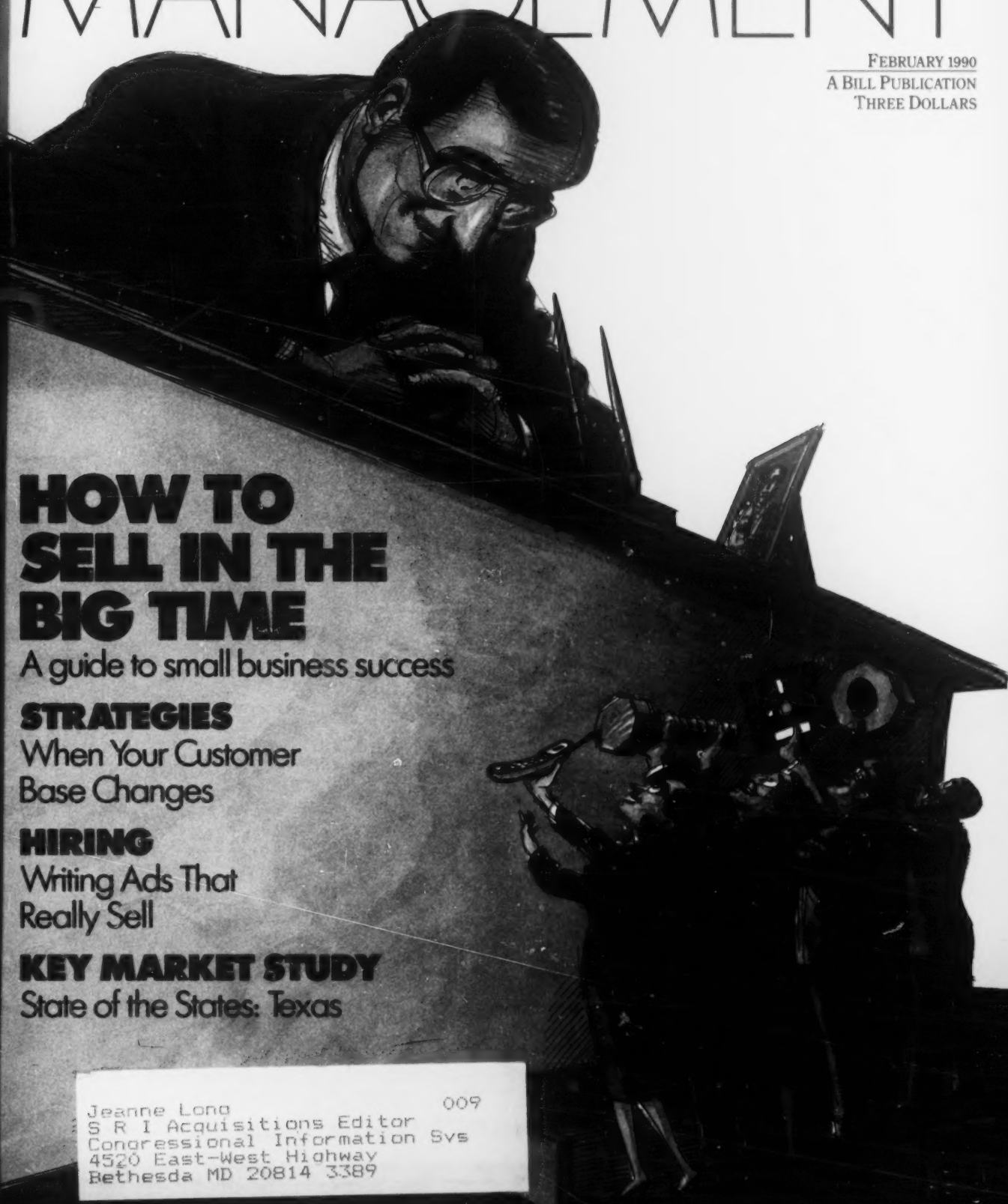
Still, there is nothing like a healthy sales increase to make everyone happy—even a skeptical management. Cora M. Lapsins of Transamerica Commercial Finance, Schaumburg, Ill., recently conducted a group trip for 40 company salespeople and their spouses. The incentive program was primarily aimed at boosting morale, Lapsins says, but had a substantial sales increase to show for it as well.

"The biggest problem I had," Lapsins says, "was convincing top management that an incentive travel program was not an additional expense but rather an investment in the people of the company that would be paid back tenfold. Our company had never done any incentive travel program before, so it was difficult to persuade them that it would work. But we did it. . . . We achieved a 26% increase in sales volume during the contest period. Incentive travel programs do work!"

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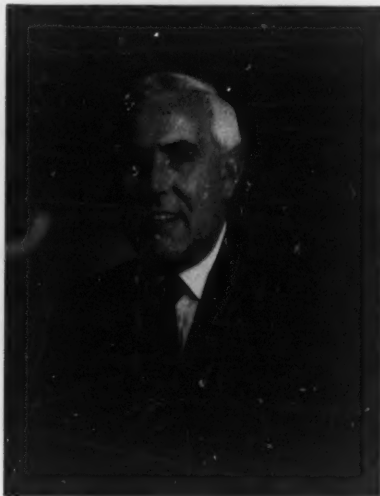
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PUBLISHER'S SIDE POCKET

THE \$95 BILLION CARROT



About one-third of our readers are managers at relatively small businesses. For those of you laboring for companies generating sales in the low millions, this "small business" label applies to you.

But don't be disturbed by the moniker. There are 14 million of you out there. In fact, in the words of the inimitable singer Bobby McFerrin, "don't worry, be happy." Your day has come. The opportunities to dramatically improve your sales position have never been better. How, you may ask. By zeroing in on selling America's 1000 largest corporations.

It's a \$95 billion market and growing dramatically. It's also one that today purchases from only 1% of the small businesses in America, while our federal government continues to demand that these large corporations must include an

increasing number of small businesses as their vendors. (See the series of articles on Small Businesses starting on page 42.)

The carrot is dangling, and you've never been closer to it. I know that historically many of you have been frustrated in your attempt to seize a share of this market because of the time it takes to gain a Fortune 1000 contract. Breaking through the bureaucratic hierarchy, filing the necessary applications, passing qualifying inspections, and isolating the right contacts at these giant companies have all been stumbling blocks in the past. Your ambitious dreams were shattered after experiencing one letdown after another.

But today is not yesterday. Today you have all kinds of help. The big guys are looking harder than ever before to do business with you. They need and are actively seeking reliable suppliers. They've set up business offices to recruit small business vendors, and large company participation at procurement trade shows has been expanded dramatically.

The Small Business Administration, along with state bureaus and local universities, finances organizations that counsel small businesses in their quest to hit the jackpot with "big business." All at no cost to you in most cases. Specialized industry consultants are readily available to do the same.

I hope you're ready to take another run for the carrot. Here's an oversimplification of what it takes: a quality product that people need, is competitively priced, and, perhaps most important, one that is backed by dependable service—especially delivery. To produce this quality product, you need to do your homework so that you will be able to provide new ideas that will ultimately improve your potential customer's product or service.

All this is easier said than done. Yes, it takes hard work, but the reward can be truly significant—like a GM or GE contract, which is surely a worthwhile bite of the carrot.

Also appearing in this issue are the winners of our Business Executives' Dining Awards (page 80), given to restaurants that our readers think demonstrate overall excellence. John F. Mariani, food writer for *USA Today* and author of the *Coast-to-Coast Dining Guide*, once again shares his thoughts about dining in America and tells us what his personal favorites are. This gold key directory has been invaluable to our business travelers for the last 16 years, so have fun sampling all the selections—but watch your calories!

Howard Nelbart

STATE OF THE STATES: TEXAS

As you might expect, the Lone Star State is one of the biggest markets in the nation. But the biggest story of all may just be the state's Texas-sized appetite.

Texas. Just the mention of the name conjures up images of wide open spaces, panoramas of dust and desert, mesas and valleys, and boomtowns built on the fortunes of cattle, oil, and land that stretches as far as the eye can see. Texas is the Alamo. Texas is Sam Houston. Texas is oil. The Lone Star State. The yellow rose. Where everything is bigger, better, and more beautiful. This Texas is the Texas of movie and myth, the place where the buffalo roam and the skies are not cloudy all day.

Lately, however, another Texas has emerged to take its place beside the state described above, a Texas of glass and steel, hi-tech manufacturing, the oil crisis, savings and loans, and high unemployment. This is the Texas of Houston, George Bush, and T. Boone Pickens. The Texas of Dallas, J.R. Ewing, and *Urban Cowboy*.

For marketers, these two very different states present something of a dilemma, leaving most wondering where one Texas leaves off and the other begins. The simple truth is that today's Texas is all of these things—and a whole lot more. In spite of the fact that it can no longer lay claim to being America's biggest state, Texas still boasts a number of outstanding characteristics that make it one of the "biggest" markets in the U.S., particularly to those interested in Hispanics, young people, and some of the nation's hottest growth markets.

Here's just a sampling of the stellar statistics that continue to make Texas a top-priority state for marketers from all over the map:

■ Even though Texas is the third-largest state in total population, it boasts the second-largest Hispanic population. In fact, of the 10 U.S. markets with the highest percentages of Hispanic residents, 6 are in the Lone Star State. For marketers looking to cash in on the tremendous growth this segment has experienced over the last decade, these figures are particularly enticing, since the state's 4.2 million Hispanics repre-

sent more than 20% of the entire U.S. Hispanic population of 19.7 million.

■ For those interested in tapping into the nation's youth market, Texas is one of the best places to be, since it ranks second in the number of residents aged 0-11, 18-24, and 25-34—a combined segment of more than 8.3 million. Texas is also home to 7 of the 25 markets with the lowest median ages in the nation, making it the sixth youngest state overall.

■ In terms of growth, Texas is projected to post an 8.4% gain in population between 1988 and 1993, making it the seventh fastest-growing state. In addition, a total of 5 Texas metros are on the list of the top 25 fastest-growing markets in the nation.

■ One area where Texas really "cooks" is in the sale of food, both in food stores and supermarkets. Due in part to the state's larger-than-average household

size, Texas metros make up 8 of the top 25 markets in per-household food store sales and 10 of the top 25 in supermarket sales. In fact, the top three spots in both categories are held down by Laredo, Odessa, and Midland, respectively.

■ Last year, average per-household food store sales in Texas totaled \$4,196, some \$460 above the U.S. average. Also, the state's per-household supermarket sales of \$4,031 were nearly \$500 higher than those for the nation as a whole. As for other areas of retail sales, Texas ranks second in the nation in General Merchandise and Automotive Dealer sales, and also in Supermarket, Department Store, and Building Material & Hardware Store sales. To those who sell their products through any of these channels of distribution, this should come as good

★ EL PASO

TEXAS GROWTH STATISTICS

	TOTAL POPULATION	TOTAL HOUSEHOLDS	TOTAL FBI (\$000)	AVERAGE HHLD. FBI	TOTAL RETAIL SALES (\$000)
1970:	11,406,600	3,509,600	\$34,309,519	\$9,776	\$19,279,604
1980:	14,474,800	5,063,100	\$115,020,555	\$22,717	\$70,030,240
1988:	16,918,900	6,047,900	\$184,097,002	\$30,440	\$109,396,504
1993:	18,347,700	6,692,200	\$290,765,861	\$43,448	\$161,016,085

SALES COSTS IN MAJOR TEXAS METROS

METRO	—AVERAGE DAILY COST—			—TAX RATES—	
	3 MEALS	LODGING	AUTO RENTAL	MEALS	LODGING
AUSTIN	\$33.23	\$ 86.63	\$38.96	8.0%	11.0%
DALLAS	41.55	108.31	41.84	8.0	13.0
EL PASO	35.71	93.00	45.22	6.25	13.0
FORT WORTH-					
ARLINGTON	33.45	97.63	40.36	7.0	11.0
HOUSTON	37.65	103.52	43.20	8.0	14.0
SAN ANTONIO	37.81	101.07	39.22	7.5	13.0
6-MARKET AVERAGE	\$36.57	\$ 98.36	\$41.47	N.A.	N.A.

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs.

TEXAS

FORT WORTH ★ ★ DALLAS

AUSTIN ★

HOUSTON ★

★ SAN ANTONIO

news indeed.

Of course, not everything about Texas is as big and impressive as the abovementioned statistics would seem to indicate—unless you happen to be looking for low-income markets. For many, the most surprising thing about Texas is that it ranks second in the number of households with Effective Buying Incomes *below* \$20,000. This undoubtedly contributes to its 32nd-place ranking in statewide median household EBI, which at \$22,539 is nearly \$2,000 lower than the comparable U.S. figure of \$24,488. And although part of this income outcome can be attributed to the state's lower cost of living—particularly in smaller metros and rural areas—marketers who regard disposable dollars as one of the most important indicators of market potential can't help but be concerned with numbers such as these when it comes time to make a decision on whether to sell their products in any of the 28 metropolitan areas or more than 250 counties in the Lone Star State.

In light of which, we think it's only fair to mention that Texas continues to rank third in the number of households with incomes of \$50,000—\$75,000, as well as fifth in households with incomes *above* \$75,000. Regardless of whether the state or its individual metro areas can compete with the humongous household incomes posted by markets

like San Jose, Nassau-Suffolk, or Washington, DC, those who take the time to delve into its many marketing intricacies will find Texas to be far more than just the sum of its various statistical parts. From the coastal lowlands along the Gulf of Mexico to the high plains of the panhandle to the Pecos in the west and southwest, Texas is as diverse in its demographics as it is in its topography. As proof, we offer the following profiles of the state's six largest metropolitan areas, which reveal an eclectic mix of old and new, high income and low, boom and bust, and just about any other extremes you might imagine in a state with as many different identities as this one.

AUSTIN

Of the six Texas metro areas with populations of 500,000 or more, only Austin ranked among the 10 fastest-growing markets in the nation between 1980 and 1988. This stellar, top-10 performance—projected to continue at least through 1993—has made Austin something of an anomaly among other Texas metros, which have suffered their share of setbacks due to an overdependence on the state's wildly fluctuating petroleum industry.

In its position as the capital of Texas, Austin was able to insulate itself somewhat from the cycle of boom and bust that plagued oil-dependent markets like Houston and Galveston. On the other hand, the city's late-eighties growth rates of 10% and 12% a year created problems of a different sort—not so much oil-related as office-related.

According to M. Ray Perryman, professor of economics at Baylor Univ. in Waco, Austin's runaway population growth brought with it a deluge of development, with office buildings, apartments, and retail space cropping up like mushrooms in a cow pasture. "We saw some of the most aggressive development in the history of mankind," says Perryman. "The overbuilding was absolutely unbelievable."

By 1988, the building boom had gotten completely out of hand, to the point where *Forbes* awarded Austin the dubious title of "worst real estate market in the nation." With rental rates for apartments and office space dropping by 20%-30% between 1985 and 1987, one of the few bright spots in this otherwise gloomy picture was Austin's sales of building materials and hardware, which at just over \$400 million ranked the metro area 40th in the nation against a

VITAL STATISTICS

POPULATION

Total: 16,918,900
Male: 8,316,000
Female: 8,602,900
Black: 2,146,100
Hispanic: 4,191,900
Median Age: 30.9
Households: 6,047,900

EFFECTIVE BUYING INCOME

Total: \$184,097,002,000
Median Household: \$22,539

RETAIL SALES (1988)

Total: \$109,396,504
Per-Household: \$18,088
Apparel: \$5,825,992
Automotive: \$26,203,445
Drugstore: \$2,846,499
Eating & Drinking: \$9,984,461
Food: \$25,379,239
General Merchandise: \$12,937,240

BUYING POWER INDEX

63730

KEY MARKET STUDY

CHAMBER OF COMMERCE:

512-478-9383
Convention & Visitors Bureau:
512-478-0096

Population: 746,100
Households: 286,800
Black: 72,800
Hispanic: 157,800
Median Age: 29.3
Total EBI: \$9,041,474,000
Median Hhld. EBI: \$22,977
Retail Sales: \$4,893,532,000
Buying Power Index: 2972

population rank of only 66th last year.

Despite the many growing pains it has experienced over the last few years, Austin continues to be one of the most popular cities in Texas. And with a recent influx of hi-tech industry, things are looking up for this area once again. Aside from its demographic and economic appeal, Austin's natural beauty—combined with its reputation as the music capital of the state—makes it something of a mecca for out-of-towners, regularly attracting visitors from as far away as Houston and San Antonio.

In addition to the stability provided by Austin's government-and-service-based economy, the city is home to a number of colleges and universities, which further bolster the area's income and employment statistics. And with voters recently giving their approval for a new convention center, 1992 will see Austin with 125,000 sq. ft. of exhibit space and facilities for meetings of up to 7,000 participants.

DALLAS

Until 1983, when the Census Bureau officially separated Dallas-Fort Worth into the Dallas and Fort Worth-Arlington metro areas, D/FW laid claim to the much-sought-after title of "Biggest Metro in Texas."

Naturally, being the biggest in a state where bigness counts for so much

CHAMBER OF COMMERCE:

214-746-6600
Convention & Visitors Bureau:
214-746-2677

Population: 2,476,220
Households: 934,800
Black: 411,500
Hispanic: 283,100
Median Age: 31.9
Total EBI: \$33,436,603,000
Median Hhld. EBI: \$26,963
Retail Sales: \$18,838,067,000
Buying Power Index: 1,0901

afforded Dallas a certain amount of prestige, even though it had to share this honor with neighboring Fort Worth and Arlington. And despite the fact that they are now technically considered two different markets, the ties that once bound these metros are still very much in evidence, particularly when it comes to things like advertising, marketing, and promotion. For example, a recent ad from the Arlington Convention & Visitors Bureau offered the following incentive to meeting planners: "Buy 1 City—Get 2 Free."

A difficult offer to refuse, to be sure, but these days Dallas is more concerned with establishing its own identity—one entirely apart from Fort Worth and Arlington—and part of this involves overcoming the image of Dallas as an oil town populated by ruthless modern-day business moguls like the famed J.R. Ewing. According to Sally Riha, director of national business development with the Dallas Partnership, the success of *Dallas*, the TV series, has been something of a blessing—and a curse—for Dallas, the city.

"People in other parts of the country still seem to have a 'Southfork' mentality," she says. "The TV series has been a double-edged sword for the area. On the one hand, we couldn't have paid for the tremendous exposure we got from that program; on the other, it has tagged the area with an oil-based identity that does not exist. Only one percent of our total employment is oil related. Once you show [people] all the facts and figures, they say, 'Hey, you really are doing okay.'"

To further establish itself as a separate entity from Fort Worth-Arlington, Dallas might also point up the fact that its median household income has actually benefited from the metro-area separation, since it currently ranks 69th in the nation compared with Fort Worth-Arlington's 87th. And while this may not seem all that impressive for the nation's 12th-largest metro area, Dallas still ranks well ahead of other high-profile markets like New York, Miami, and its neighbor to the south: Houston. In addition, Dallas's median household EBI of \$26,963 is the highest of any of the six Texas metros profiled here, as is its number of households with incomes of \$75,000 or more.

And just where is all this money being spent, you ask? Well, Dallas takes great pride in pointing out that it has more restaurants and shopping centers per capita than virtually any other city its size, and retail sales in food stores, eating and drinking places, general merchandise stores, and automotive deal-

ers all regularly top \$1 billion annually. Any way you cut it, that's a lot of spending, and this, coupled with a five-year building boom that has dramatically altered both the downtown skyline and the surrounding suburbs, has made the Dallas of today scarcely recognizable to those who haven't visited the city in recent years.

In terms of meeting and convention space, this building boom has added a hefty amount of square footage to the Dallas Convention Center, upping exhibit space there to 600,000 sq. ft. In addition, the Dallas Apparel Mart (110,946 sq. ft.), Infomart (245,896 sq. ft.), and Market Hall (202,600 sq. ft.) offer space for medium and large-scale gatherings, and, coupled with more than 38,000 hotel rooms, Dallas can easily handle any size event, from small meetings all the way up to major get-togethers like the Texas State Fair, one of the nation's largest—naturally.

EL PASO

The thing that sets El Paso apart from other Texas metros is not so much its demographics as its geographics. El Paso's close proximity to Juarez—Mexico's fourth-largest city—offers marketers a combined population of well over 1 million, together forming

CHAMBER OF COMMERCE:

915-534-0500
Convention & Visitors Bureau:
915-534-0696

Population: 579,700
Households: 174,100
Black: 24,000
Hispanic: 403,800
Median Age: 27.9
Total EBI: \$4,585,152,000
Median Hhld. EBI: \$18,606
Retail Sales: \$2,687,880,000
Buying Power Index: 1708

the largest twin-cities along the U.S.-Mexico border. In addition, the small but rapidly-growing metro of Las Cruces, N.M., located a 45-minute drive away, makes this westernmost piece of Texas a favorite location for both foreign and domestic firms attracted by the area's sizable young labor force, as well as its lower wages and prices.

"We are an international city on the move," says El Paso's mayor Suzanne Azar. "[Our] strategic location, technical expertise, strong growth, and local industrial support—coupled with a strong commitment from the local business community—create an environment that's full of opportunity."

Azar's description of El Paso as

KEY MARKET STUDY

"the gateway to Mexico" is appropriate, since the free flow of residents and workers between the two cities creates a unique mix of demographic and socioeconomic factors. First among these is El Paso's median age, which at 27.9 years (compared with a U.S. figure of 32.8) makes it the youngest major-league Texas market by far, with only 3 of the state's 28 metros posting a lower median age. In addition, El Paso's average household size of 3.33 persons places it well above both the state average of 2.80 and the U.S. average of 2.69.

On the ethnic side, El Paso's Hispanic population of 403,800 comprises a whopping 69.7% of the metro total, the fourth highest ratio of any of the nation's 319 metro areas and the highest of the six markets profiled here. In spite of this remarkable figure, however, El Paso has fewer Hispanics overall than either San Antonio or Houston, although it still outranks Fort Worth, Austin, and Dallas when it comes to this vital market segment.

The downside of this rather sizable ethnic lure is El Paso's household income, which at just \$18,606 ranks 296th nationwide. This presents marketers with something of a dilemma, since it leaves little in the way of disposable income for purchases of retail goods—witnessed by the fact that El Paso sits well down in the rankings of per-household retail sales (273rd), as well as in retail sales for most major store groups.

At this point, those in charge of El Paso's development continue to search for ways to better its lot economically, although with Fort Bliss and White Sands Missile Range contributing more than \$82 million a year to the local retail economy, a solid base for growth and expansion already exists here. Last year alone, military payrolls in the metro exceeded \$460 million, and when combined with recent improvements to El Paso's infrastructure—roads, housing, sewers, in-

dustrial parks, colleges, technical training, etc.—the future of this one-time Rio Grande border town looks very bright indeed.

FORT WORTH-ARLINGTON

Although the ties that once bound Fort Worth and Dallas have technically been broken, the relationship between these two markets continues, even

CHAMBER OF COMMERCE:

817-336-2491/817-275-2613
Convention & Visitors Bureau:
817-336-8791/817-265-7721

Population: 1,277,800
Households: 473,800
Black: 141,400
Hispanic: 117,000
Median Age: 31.8
Total EBI: \$15,869,921,000
Median Hhld. EBI: \$26,198
Retail Sales: \$8,874,670,000
Buying Power Index: 5242

though there's a lot about Fort Worth-Arlington that sets it apart statistically from its neighbor to the east.

"We hold a 50% interest in Fort Worth/Dallas," says David Ivory, Fort Worth's senior assistant city manager, "and we're doing our share to help the Metroplex grow." In spite of this collective boosterism, however, Ivory makes it clear where he'd like this growth to take place. "We may catch or even pass Dallas over the next ten years," he says prophetically.

If Ivory's prediction does come to pass, it may largely be due to Fort Worth's role as a center of aircraft manufacturing, an industry that last year generated more than \$4 billion worth of shipments in Tarrant County (the core of the Fort Worth-Arlington metro area and home to the bustling D/FW International Airport), which works out to an impressive 11.4% share of all U.S. shipments in this industry.

From the standpoint of attracting new business to the FW-A area, these numbers should be more than enough to turn the heads of marketers and manufacturers looking for new areas of opportunity. On the other hand, there are still those who would prefer that Dallas and Fort Worth remain as one, particularly when it comes to things statistical since their combined clout is far more impressive than it would be individually. Given their proximity, this kind of cooperative arrangement is unavoidable, but if FW-A is to truly stand on its own in the eyes of marketers, a way must be found to promote it as a separate-but-equal partner to nearby

Dallas.

One way to do this might be to stress Fort Worth-Arlington's status as a growth market, since its 19th-place ranking in projected population growth between 1988 and 1993 makes it one of only five Texas metros on the list of the nation's 25 fastest-growing markets. Also, FW-A's median age of 31.8 is the oldest of any major Texas metro, while its median household income of \$26,198 ranks third behind Dallas's \$26,963 and Houston's \$26,279.

In an effort to promote itself as a viable market in its own right, Fort Worth-Arlington has also been concentrating on building its meeting and convention business, with the Tarrant County Convention Center (185,000 sq. ft.) and the Arlington Convention Center (48,600 sq. ft.) both offering first-rate facilities for small and medium-sized events. Coupled with this, the metro area offers more than 10,000 hotel rooms spread out between Fort Worth, Arlington, and nearby Irvine, more than enough space for meeting-goers, convention attendees, or businesspeople in search of accommodations that allow them easy access to any or all of these interlocking markets.

HOUSTON

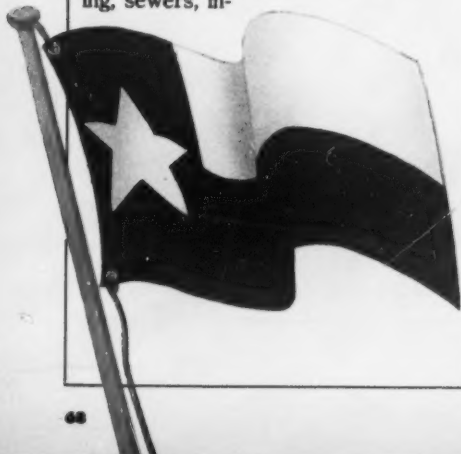
What can you say about Houston that hasn't already been covered in a hundred other publications? In just over a decade, this metro area has gone from boomtown to ghost town to town-on-the-rebound, with the nation's business press dutifully reporting every growing pain, vacancy rate, and monthly unemployment statistic. Throughout, long-time Houston residents have been content to watch quietly from the sidelines, viewing the whole thing with a kind of detached bemusement. This is because they know that come hell or high water, Houston is still the best city in Texas.

Or at least the biggest. Since 1983, when Dallas and Fort Worth were broken up by the Census Bureau, Houston

CHAMBER OF COMMERCE:

713-651-1313
Convention & Visitors Bureau:
713-523-5050/800-231-7799

Population: 3,197,100
Households: 1,176,600
Black: 630,200
Hispanic: 601,200
Median Age: 30.0
Total EBI: \$39,657,436,000
Median Hhld. EBI: \$26,279
Retail Sales: \$23,194,911,000
Buying Power Index: 1,3299



has held the distinction of being the Lone Star State's largest metro area. With a total population of nearly 3.2 million, Houston provides a wide array of opportunities for marketers targeting virtually every type of consumer. More than 600,000 blacks and an equal number of Hispanics make this a diverse market both racially and ethnically, while Houston's retail sales figures show it to be a top-10 market in just about every store-group category.

Despite what you may have heard about Houston's recent economic troubles, things have started to turn around, and according to local developers like The Home Company's B. Kelley Parker, now is the time to get into Houston—while prices are still low and space is readily available.

"I think companies should be making plans to secure properties in the next six months," says Parker, "before prices—both in the rental and sales markets—increase to levels that will begin to support new construction."

On the consumer side, Houston's median household income still ranks it ahead of other major markets like New York, Pittsburgh, Miami, and Phoenix, and with a projected 1988-93 growth rate of 7.1%, Houston's prospects continue to look good—although not quite as bright as they did back in 1984, when S&MM projected an eye-popping 1983-88 growth rate of 18.5%.

A large part of Houston's resurgence can be traced to the aggressiveness of its Convention & Visitors Bureau, which was instrumental in posting an 8% increase in metro-area convention business between 1987 and 1988. In addition, the opening of the George R. Brown Convention Center in 1987 gave Houston a much-needed boost in attracting large-scale meetings and conventions and currently offers a total of 470,500 sq. ft. of exhibit space within walking distance of more than 3,500 downtown hotel rooms.

SAN ANTONIO

Home of the Alamo, the most sacred patriotic shrine in the state, San Antonio remains a place where the Texas of the past—the wide open spaces, dusty heat, history, and Mexican-American culture—is still very much a part of the present—at least on the surface.

If you scratch that surface, however, you'll find a very different San Antonio—a cool, shaded underground city of picturesque canals, upscale boutiques, restaurants, shops, and beautifully landscaped gardens. This is San Antonio's Riverwalk, or Paseo del Rio,

MAJOR TEXAS INDUSTRIES

According to county-level Standard Industrial Classification (SIC) data provided to S&MM by Dun's Marketing Services, a total of 34 industries in eight Texas counties generated more than \$1 billion in shipments or receipts in 1988. In addition, there were 10 industries in six different counties that accounted for more than 10% of the total U.S. output in their particular 4-digit SIC category.

Listed below, by county, are the 34 "billion-dollar" industries, along with their corresponding shipments/receipts dollar totals. The next list shows the 10 Texas industries with county concentrations of 10% or more, as well as their home counties and "% of all U.S. shipments/receipts" figures.

BILLION-DOLLAR COUNTIES

COUNTY	SIC	INDUSTRY	SHIP/RCPT (\$ BIL.)
Brazoria	2819	Industrial inorganic chemicals	\$1.081
	2869	Industrial organic chemicals	1.749
Colorado	2911	Petroleum refining	2.193
Dallas	3663	Radio & TV communication equip.	1.644
	3674	Semiconductors & related devices	1.285
	3721	Aircraft manufacturing	1.330
	4512	Scheduled air transportation	2.071
	4911	Electric services	1.269
	6021	National commercial banks	1.486
	6311	Life insurance	1.291
	6531	Real estate agents & managers	1.210
	6552	Land subdividers & developers	1.025
	8062	Gen. medical & surgical hospitals	1.233
Galveston	8111	Legal services	1.022
	8211	Elementary & secondary schools	1.168
Galveston	2911	Petroleum refining	1.844
Harris	2819	Industrial inorganic chemicals	1.050
	2821	Plastic materials & resins	1.082
	2869	Industrial organic chemicals	1.032
	2911	Petroleum refining	10.024
	3533	Oil & gas field machinery	1.175
	4813	Telephone communications	1.716
	4911	Electric services	1.300
	4922	Natural gas transmission	3.076
	4923	Natural gas transmission & dist.	2.075
	6021	National commercial banks	2.205
Jefferson	8062	Gen. medical & surgical hospitals	2.267
	8111	Legal services	1.262
	8211	Elementary & secondary schools	1.894
	8711	Engineering services	1.610
Jefferson	2911	Petroleum refining	5.175
Potter	2011	Meat packing plants	1.189
Tarrant	3711	Motor veh. & pass. car bodies	1.118
	3721	Aircraft manufacturing	4.054

COUNTY-LEVEL CONCENTRATIONS

SIC	INDUSTRY	COUNTY	% OF U.S. SHIP/RCPT
2822	Synthetic rubber manufacturing	Jefferson	13.6%
2911	Petroleum refining	Harris	10.3
3482	Small arms ammunition	Bowie	14.7
3483	Misc. ammunition manufacturing	Dallas	10.8
3533	Oil & gas field machinery	Harris	30.8
3721	Aircraft manufacturing	Tarrant	11.4
4922	Natural gas transmission	Harris	28.8
4923	Natural gas transmission & dist.	Harris	17.7
4953	Refuse systems	Harris	10.1
6159	Misc. business credit institutions	Lubbock	11.8

SOURCE: Dun's Marketing Services; 1989 Business Statistics Report.

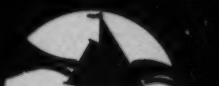
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KEY MARKET STUDY

AWARD-WINNING HOTELS AND RESTAURANTS

Since 1985, *Sales & Marketing Management* has handed out a total of 13 Business Executives' Dining Awards to the seven Texas restaurants listed below. These awards are based on the votes of our readers nationwide, who selected these dining spots as their favorite places for entertaining clients and customers in the Lone Star State.

In addition, S&MM's sister publication, *Successful Meetings*, offers its annual Pinnacle Awards for hotels and meeting facilities, with a total of 10 Texas hotels receiving this prestigious designation since 1985.

RESTAURANTS

Brennan's: Houston
Cattleman's Steak House: Fort Worth
The French Room (Adolphus Hotel): Dallas
The Mansion on Turtle Creek: Dallas
Old San Francisco Steak House: San Antonio
Old Warsaw: Dallas
Ruth's Chris Steak House: Dallas

HOTELS

The Adolphus Hotel: Dallas
*AMFAC Hotel & Resort: Dallas
Fairmont Hotel: Dallas
Hilton Palacios Del Rio Hotel: San Antonio
Hyatt Regency: Dallas
Loews Anatole Hotel: Dallas
La Maison Del Rio: San Antonio
Regency Hotel: Dallas
San Antonio Marriott Riverwalk: San Antonio
Westin Galleria and Westin Oaks: Houston
*This property is now called the Hyatt Regency DFW.

and to the uninitiated, the presence of these two vastly different cities—one literally on top of the other—makes for a startling sense of contrast.

This same duality extends to other areas of the metro area as well, since San Antonio's relatively small population of 1.3 million includes more than 667,000 Hispanics, making it the fifth-largest Hispanic market in the nation behind such major ethnic strongholds as Los Angeles, New York, Miami, and Chicago.

As an indication of just how amazing a statistic this is, consider that fourth-place Chicago, with a population of 6.2 million, is larger than San Antonio by nearly 5 million people, which puts this metro in some pretty prestigious company when it comes to targeting the Hispanic market.

Like most other Texas markets, San Antonio's income figures are not nearly as impressive as some of its

other statistics. With a median household income of \$21,316, San Antonio ranks 224th out of 319 U.S. metros, and this lower-than-average income takes its toll on retail spending, with San Antonio's ranking in per-household retail sales an equally low 209th.

On the other hand, San Antonio's per-household sales in certain store groups—notably food stores and supermarkets—are very impressive indeed, with the metro ranking 35th and 28th, respectively, in the nation. With the exception of certain smaller Texas metros that make the top 50 lists in these two categories, San Antonio is the only large-scale Lone Star market to post such impressive numbers, with 1988 per-household food store sales totaling \$4,664.71 and per-household supermarket sales clocking in at \$4,520.02.

In terms of growth, San Antonio's 19.5% population gain between 1980 and 1988 places it third behind other major markets like Austin and Fort Worth-Arlington, and when combined with projected growth figures through

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Median Hshld. EBI: \$21,316
Retail Sales: \$7,467,182,000
Buying Power Index: .4529

1993, this metro area will post a population increase of nearly 30% in less than a decade and a half.

As for meeting and convention space, construction of a domed, mixed-use facility that will seat 65,000 and offer 160,000 sq. ft. of exhibit space has recently been given the go-ahead by San Antonio residents, and when combined with the Henry B. Gonzales Convention Center (241,000 sq. ft.), this should give the city the much-needed space to handle large-scale meetings and other events. In addition, the recently completed Marriott Rivercenter has added 1,000 rooms to San Antonio's already considerable hotel space (currently well over 5,000 rooms). Coupled with the city's unique mixture of history and hi-tech, this makes for a market of equal interest to longtime residents, new arrivals, or those interested in any of the myriad marketing opportunities San Antonio offers. □

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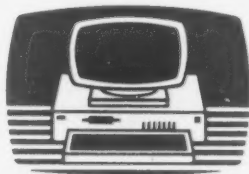
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1990 SURVEY OF SELLING COSTS

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SECTION III

COMPENSATION & EXPENSES



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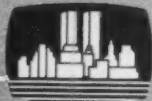
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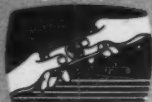
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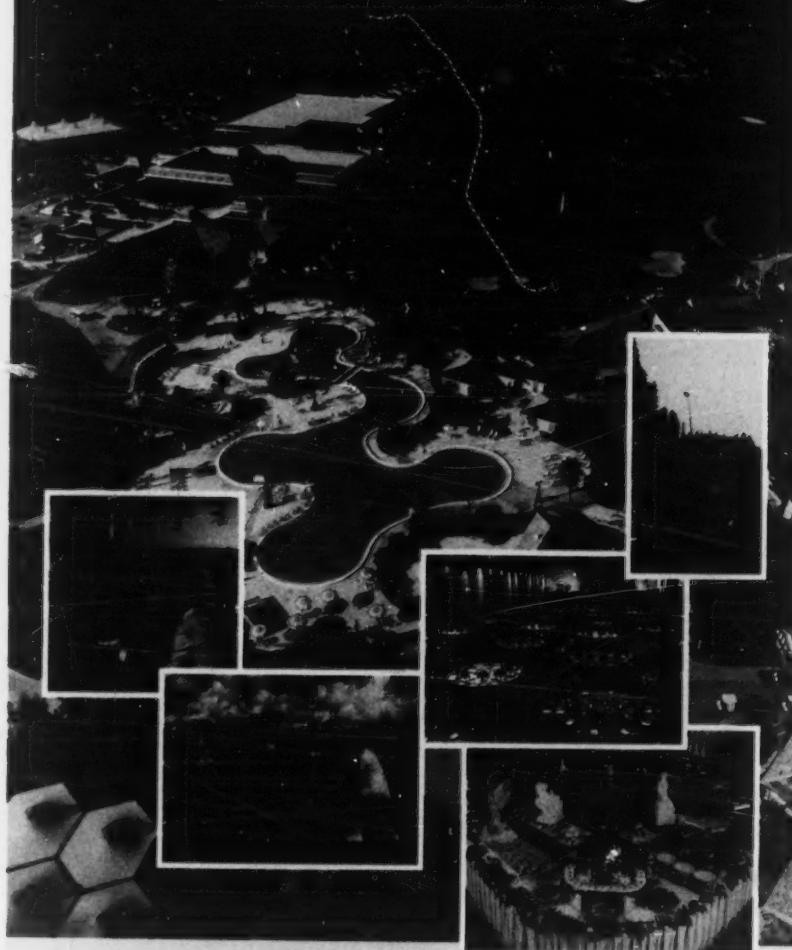
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SECTION I

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF SELLING COSTS

A sampling of some of the many ways Survey data can be used to calculate cost per call, increase sales call efficiency, and prepare a sales budget.

HOW THE GUIDE IS ORGANIZED

The User's Guide has been divided into three sections: Cost Per Call, Sales Call Efficiency, and Budgeting, with each section offering a sample of applications that can be expanded or altered according to your specific needs. To acquaint yourself with the Survey's data, locate the appropriate section and take a few minutes to read through the outlined procedures. The examples provided will help get you started toward generating the information and answers you need to help you plan more effectively.

COST PER CALL

Ask a dozen sales managers what the cost of a sales call is these days, and you're likely to get 12 different answers ranging anywhere from \$100 to \$1,000. The reason for this wide disparity is because each industry and source has a different definition of what constitutes legitimate sales-related costs, with some even factoring in such questionable items as administrative expenses, executive salaries, office space, and even marketing and advertising costs.

As one of the few sources reporting annual cost-per-call

A DIRECTORY OF SURVEY CONTRIBUTORS

The following organizations, associations, research firms, and consultants are sources for some of the statistics in the 1990 Survey of Selling Costs. For those readers who would like more information on a particular topic, the name and address of each contributor is listed below, along with a description of their activities.

College Placement Council, 62 Highland Ave., Bethlehem, PA 18017 (215-868-1421). The CPC provides its services to career planning and placement directors at colleges and universities, as well as to employers who hire graduates of these institutions. The CPC's quarterly *Salary Survey* is the source for some of the training and compensation statistics in Section III of S&MM's 1990 *Survey of Selling Costs*.

Dartnell Corp., 4660 Ravenswood Ave., Chicago, IL 60640 (312-561-4000). Dartnell publishes business books, manuals, newsletters, and bulletins, most notably its biennial *Survey of Sales Force Compensation*. In addition, Dartnell produces sales training films and cassettes and conducts management seminars.

Dataquest, Inc., 1290 Ridder Park Dr., San Jose, CA 95131 (408-437-8000). Dataquest is a market research firm specializing in high-technology equipment. Their 1988 market research data on laptop computers is highlighted in Section III of this year's survey.

Herschel Shosteck Associates, Ltd., 10 Post Office Rd., Silver Springs, MD 20910-1192 (301-589-2259). A cellular

telephone economics firm, Herschel Shosteck and Associates tracks 1989 market share data on cellular phones, forming the basis for cellular phone statistics highlighted in Section III of this year's survey.

Incentive Magazine, 633 Third Ave., New York, NY 10017 (212-986-4800). *Incentive* is a monthly publication that covers the methods used by organizations to motivate customers at all levels to buy and employees to work more effectively. The magazine also conducts surveys of its readers and the incentive industry in general, and the *Survey of Selling Costs* includes some of the results of the most recent Survey of Employee Motivation Practices published in the June 1989 issue of *Incentive*.

International Data Corp., 5 Speen St., Framingham, MA 01701 (508-872-8200). IDC is a market research firm also specializing in high-technology equipment. Their 1988 market research data on fax machines is highlighted in Section III of this year's survey.

International Exhibitors Assn., 5501 Backlick Rd., Suite 200, Springfield, VA 22151 (703-941-3725). The IEA is a membership organization whose Active Division represents the interests of firms using exhibits as a marketing or promotional medium. Its Allied Division consists of suppliers to the exposition industry. IEA's 1990 *Budget Guide* contains charts and statistics that aid exhibit managers in assessing expenses, projecting future costs, and making comparisons with previous expenditures.

data for consumer, industrial, and service salespeople, S&MM tends to take a simpler view of things when it comes to calculating cost per call, purposely limiting our guidelines to the two basic components of field selling—compensation and T&E (Travel & Entertainment)—and it is these two factors that form the basis of the cost-per-call data found in the *Survey of Selling Costs*.

The first step in producing such figures involves gathering compensation and field-expense data from a wide array of industries and titles, and over the years, S&MM has been

able to build up a substantial database of cost-related statistics by continuously surveying its subscribers, asking them to provide compensation and T&E figures for their own sales forces. These data are then sorted by both industry (Consumer, Industrial, and Service) and by level of experience (Sales Trainee, Mid-Level, Top-Level, and Supervisory salespeople).

Once these tabulations have been made, the summary data are then used to produce the cost-per-call estimates by working through a series of four basic formulas, beginning

Mobil® Travel Guides, c/o Prentice Hall Press, 108 Wilmut Rd., Suite 450, Deerfield, IL 60015 (312-948-5995). This series of regional guides is published by Prentice Hall Press in collaboration with Mobil Oil Corp., and its listings of rated hotels and restaurants are used as the basis for selecting those destinations appearing in the *Survey's* Metro Market Profiles. The seven regional guides cover the 48 contiguous states and selected cities in 10 Canadian provinces, and contain information on more than 14,000 lodgings and 7,500 restaurants.

Northwestern University Placement Center, Scott Hall, Evanston, IL 60201 (312-491-3709). Each year, the NUPC publishes *The Northwestern Lindquist-Endicott Report*, a study of current trends in hiring and compensation that is used as a basis for some of the compensation data found in Section III of the *Survey of Selling Costs*. Full copies of the report are available from Northwestern University Placement Center at a cost of \$35.

Runzheimer International, Runzheimer Park, Rochester, WI 53167 (414-534-3121). Runzheimer is an international management consulting company specializing in travel and living costs data. It publishes *Runzheimer Reports on Transportation and Travel Management*, as well as other related surveys and statistics.

Schonfeld & Associates, 1 Sherwood Dr., Lincolnshire, IL 60069 (708-948-8080). A management consulting company that publishes an annual study of advertising and promo-

tional expenditures of major U.S. corporations, as well as other forecasts and tracking studies in the areas of marketing and advertising. The sales support data on advertising and promotional expenditures as a percentage of net sales in Section III of the *Survey* are taken from Schonfeld's publication, *Advertising Ratios and Budgets*.

Successful Meetings Magazine, 633 Third Ave., New York, NY 10017 (212-986-4800). In addition to a monthly magazine covering meeting trends and destinations, SM also publishes its annual *Successful Meetings Sourcebook*. Listings of meeting sites and conference centers in this directory are used as the basis for selecting those destinations that appear in the *Survey's* Metro Market Profiles in Section II.

Tradeshow Week, 12233 W. Olympic Blvd., Suite 236, Los Angeles, CA 90064-9956 (213-826-5696). A weekly newsletter dealing with trends and news in the tradeshow industry, *Tradeshow Week* also publishes statistics and survey results, as well as three annual directories on exhibit halls, trade show services, and other related topics.

TRAINING, The Magazine of Human Resources Development, 50 South 9th St., Minneapolis, MN 55402 (612-333-0471). A monthly magazine dealing with job-related training and employee development in all types of organizations. *Training*, each October, also publishes an Industry Report, which is an overview of employee training in America.

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with a generalized calculation of call patterns on both a daily and yearly basis. The following table shows the results of this calculation:

INDUSTRY	CALLS PER TERRITORY PER DAY		EST. DAYS IN FIELD PER YEAR	CALLS PER TERRITORY PER YEAR	
	A	B		A	B
Consumer					
Range	3-6	2-4	187	561-1,122	374-748
Median	4.5	3		841.5	561
Industrial					
Range	3-5	2-4	187	561-935	374-748
Median	4	3		748	561
Service					
Range	4-8	2-5	187	748-1,496	374-935
Median	6	3.5		1,122	654.5

In this table, an **A Territory** is defined as a metro area where customers and prospects are heavily concentrated and a salesperson can easily make multiple calls, or as a selling philosophy that emphasizes a high call quota. A **B Territory** reflects a territory where customers are widely dispersed, and more time is spent traveling between calls. The **Estimated Days in Field Per Year** is based on 4 days × 52 weeks per year, less 6 holidays and 15 days vacation and/or sick leave, resulting in a figure of 187 days. The **Calls Per Territory Per Year** reflects the **Calls Per Territory Per Day** ranges and/or medians multiplied by this figure, the median being the midpoint in each set of ranges.

With these data in hand, the next step involves calculating direct sales costs, which are limited to compensation and field expenses (T&E) only. The dollar figures shown in the table below have been taken directly from the responses to this year's annual compensation survey, and the ranges of **Compensation and Field Expenses** for the three industries listed were produced from the data gathered for two different levels of sales personnel: Mid-Level and Top-Level salespeople. Data for Trainees and Sales Supervisors were purposely excluded from these calculations, since in most cases they don't technically involve "field" salespeople and therefore would not realistically reflect the true range of either compensation or field expenses.

INDUSTRY	RANGE & MEDIAN COMPENSATION		RANGE & MEDIAN FIELD EXPENSES		TOTAL DIRECT SALES COSTS
Consumer					
Range	\$18,000-\$100,000		\$2,400-\$40,000		\$20,400-\$140,000
Median	\$59,000		\$21,200		\$80,200
Industrial					
Range	\$18,000-\$120,000		\$2,500-\$40,000		\$20,500-\$160,000
Median	\$69,000		\$21,250		\$90,250
Service					
Range	\$15,000-\$100,000		\$1,200-\$20,000		\$16,200-\$120,000
Median	\$57,500		\$10,600		\$68,100

Having calculated a range and median for both the **Calls Per Territory Per Year** and the **Total Direct Sales Costs**, we can now produce a cost-per-call figure for A and B territories by utilizing a simple formula that equitably combines cost data and call patterns. Using the Consumer category as an example, we first divide the *highest* figures in the range of **Calls Per Territory Per Year** (1,122 and 748) into the *lowest* figure in the range of **Total Direct Sales Costs** (\$20,400), which equals the low end of the **Cost Per Call Per Territory** range for each type of territory (\$18.18 and \$27.27). The *lowest* figures in the range of **Calls Per Territory Per Year** (561 and 374) are then divided into the *highest* figure in the range of **Total Direct Sales Costs** (\$140,000), producing the high-end figure for each **Cost Per Call Per Territory** range (\$249.55 and \$374.33). By performing this same cal-

ulation with the comparable Industrial and Service figures and selecting the midpoint in each set of ranges, we produce the following ranges and medians of **Cost Per Call Per Territory**:

INDUSTRY	TOTAL DIRECT SALES COSTS	CALLS PER TERRITORY PER YEAR		COST PER CALL PER TERRITORY	
		A	B	A	B
Consumer					
Range	\$20,400-\$140,000	561-1,122	374-748	\$18.18-\$249.55	\$27.27-\$374.33
Median	\$80,200	841.5	561	\$133.87	\$200.80
Industrial					
Range	\$20,500-\$160,000	561-935	374-748	\$21.93-\$285.20	\$27.41-\$427.81
Median	\$90,250	748	561	\$153.57	\$227.61
Service					
Range	\$16,200-\$120,000	748-1,496	374-935	\$10.83-\$160.43	\$17.33-\$320.86
Median	\$68,100	1,122	654.5	\$85.63	\$169.10

Finally, by combining the ranges for both territory types, we can calculate a **Median Cost Per Call** figure for each industry group as a whole, which is done by first selecting the lowest and highest figure from each set of ranges (Territory A and Territory B). For the Consumer industry category, the resulting combined range would be \$18.18 (low) to \$374.33 (high), which gives us a median cost-per-call figure of **\$196.26**. By performing this same calculation for the other two industry groups, we produce the following list of **Median Cost Per Call by Industry**:

INDUSTRY	COMBINED RANGES (TERRITORIES A & B)	MEDIAN COST PER CALL
Consumer	\$18.18-\$374.33	\$196.26
Industrial	\$21.93-\$427.81	\$224.87
Service	\$10.83-\$320.86	\$168.88

Using these same basic formulas, you can take data from virtually any company or industry group and use it to produce your own customized cost-per-call averages based on more specific call-pattern and expense data gathered from company records.

SALES CALL EFFICIENCY

Having discussed how call patterns and direct sales costs are used to construct the cost-per-call estimates for the *Survey of Selling Costs*, let's move on to something called the **Sales Call Efficiency Index (SCEI)**, a figure that can be used to measure the relative effectiveness of salespeople assigned to similarly sized territories with markedly different cost characteristics.

In order to compare cost-per-call ratios from your various territories more fairly, it's important that the differences between markets be examined in depth. In this example, we'll look at two different metro markets with roughly the same population—New Orleans (where daily expenses are higher than average) and the Norfolk-Virginia Beach-Newport News, Va., area (with below-average costs).

Step 1: The first thing you need to do when formulating an SCEI is to calculate your salespeople's call patterns. The following formula should be used to make this calculation:

SALESPERSON	ACTUAL CALLS REPORTED	AVERAGE CALLS PER DAY	TOTAL DAYS IN FIELD	ESTIMATED TOTAL CALLS	ACTUAL OR ESTIMATED CALLS PER YEAR

These figures can either be gathered by totaling the number of calls listed on the salesperson's call reports (entered under **Actual Calls Reported**), or by multiplying the **Average Calls Per Day** by the number of days the salesperson spends in the field (**Total Days in Field**), which gives

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you the **Estimated Total Calls** figure. Whichever formula is used, the annual total for each salesperson should then be entered under **Actual or Estimated Calls Per Year**.

Step 2: Next, you'll need to compute your salespeople's direct sales costs, and this can be done by utilizing the formula below:

$$\text{SALESPERSON BASE SALARY} + \text{BONUS OR COMMISSION} + \text{AUTO EXPENSES} + \text{T\&E EXPENSES} + \text{OTHER EXPENSES} = \text{TOTAL DIRECT SALES COSTS}$$

Your company financial records will provide most of the necessary information on **Base Salary** and **Bonus or Commission**. Data on **Auto Expenses**, **T&E Expenses**, and **Other Expenses** can usually be obtained from expense account reports or from the data contained in the Metro Market Profiles in Section III of the *Survey*. By adding these individual components, you will arrive at a figure that reflects each salesperson's **Total Direct Sales Costs**.

Step 3: With the summary data from these two tables in hand, you can calculate an approximate **Unweighted Cost Per Call** figure for each salesperson by dividing **Total Direct Sales Costs** by the **Actual or Estimated Calls Per Year** figure:

$$\text{SALESPERSON TOTAL DIRECT SALES COSTS} \div \text{ACTUAL OR ESTIMATED CALLS PER YEAR} = \text{UNWEIGHTED COST PER CALL}$$

Step 4: Because of differences in geography, the number and type of accounts, and customer concentration (or dispersal), it can safely be said that no two sales territories are exactly alike. By using the following table of Territory Concentration Factors, however, you can compensate for this diversity by assigning "weights" to the average number of calls per day for the salesperson or territory in question.

STANDARD AVERAGE CALLS PER DAY	AVERAGE CALLS PER DAY FOR TERRITORY									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.11	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
2	.20	.22	.25	.28	.33	.40	.50	.66	1.00	2.00
1	.10	.11	.12	.14	.16	.20	.25	.33	.50	1.00

The first thing you need to do is determine the average number of calls your salespeople make each day, based on the total number of calls per day logged by your entire sales force. Once this average has been calculated, it should be charted on the **Standard Average Calls Per Day** axis on the left side of the table. Next, using the Territory Concentration Factor data, you "equalize" the differences in the number of **Average Calls Per Day for Territory**, which are charted along the top of the table. This procedure is explained in greater detail in the comparison of the New Orleans and Norfolk markets that follows.

METRO	TOTAL DIRECT SALES COSTS	CALLS PER YEAR	UNWEIGHTED COST PER CALL	TERRITORY CONCENTRATION FACTOR
New Orleans	\$78,000	950	\$82.00	.80
Norfolk	\$62,000	575	\$108.00	1.33
	PER DIEM INDEX	WEIGHTED PER DIEM INDEX	SCEI COST PER CALL	WEIGHTED SCEI COST PER CALL
New Orleans	119	.84	\$92.37	\$100.39
Norfolk	90	1.11	\$99.71	\$86.67

Step 5: The table above shows how a Sales Call Efficiency Index is constructed. For the purposes of this example, let's say that by following Steps 1 through 3, you've found that the New Orleans salesperson has an Actual or Estimated **Calls Per Year** figure of 950 calls and **Total Direct Sales Costs** of \$78,000. The Norfolk salesperson, on the other hand, makes 575 calls with \$62,000 of direct sales costs. By dividing the total number of calls into the direct sales costs figure for each salesperson, we arrive at an **Unweighted Cost Per Call** for New Orleans of approximately \$82.00, as opposed to \$108.00 for Norfolk. At first glance, it appears that the New Orleans salesperson is managing expenses better than the person in Norfolk, since the Unweighted Cost Per Call there is some \$26 lower. However, to make a fair evaluation of the performance of each salesperson, you need to recognize that Norfolk and New Orleans are two vastly different markets in terms of operating costs. To develop a Sales Call Efficiency Index that will compensate for differences in meal costs, room rates, and other expenses, you'll first need to calculate the **Standard Average Calls Per Day** for your sales force as a whole, and then for each of the salespeople in the two territories in question.

Assuming that your sales force averages 4 calls per day overall, you chart this figure on the **Standard Average Calls Per Day** axis of the Territory Concentration Factor table. With this information in hand, you then need to look at the **Average Calls Per Day for Territory** for both New Orleans and Norfolk. Upon determining that the New Orleans salesperson averages 5 calls per day, while the Norfolk salesperson has an average of 3, you then locate each of these figures along the top of the TCF table, moving down to match them with the number directly across from your **Standard Average Calls Per Day** figure (4), which shows a **Territory Concentration Factor** of .80 for New Orleans and 1.33 for Norfolk.

At this point, you'll need to record the **Per Diem Index** figure for each of these markets, and these can be found in the Metro Market Profiles in Section II. The Per Diem Index for New Orleans is 119, while Norfolk's is 90. By dividing each of these figures into 100 (the Per Diem Index for the U.S.), you then produce a **Weighted Per Diem Index** for each metro—.84 for New Orleans and 1.11 for Norfolk—which is then entered under the corresponding column in the table above.

Now you have all the information you need to construct an **SCEI Cost Per Call** for each territory, which is done by following the equation below:

$$\frac{\text{Total Direct Sales Costs} \times \text{Weighted Per Diem Index}}{\text{Calls Per Year} \times \text{Territory Concentration Factor}} = \text{SCEI COST PER CALL}$$

For New Orleans, the calculation would be:

$$\frac{\$78,000 \times .84}{950 \times .80} = \frac{\$65,520}{760} = \$86.21$$

And for Norfolk:

$$\frac{\$62,000 \times 1.11}{575 \times 1.33} = \frac{\$68,820}{764.8} = \$89.98$$

This reveals that the SCEI Cost Per Call for New Orleans is \$86.21, while Norfolk's figure is \$89.98. By utilizing this formula, what was originally a \$26.00 difference in the Unweighted Cost Per Call has been cut to a mere \$3.77.

The SCEI Cost Per Call can also be further refined by factoring in the differences in field expenses for each territory, producing what could be called a **Weighted SCEI Cost Per Call**. By using the data from Step 2 in the SCEI process

to separate your salespeople's compensation from other expenses, you find that the New Orleans salesperson had a total compensation (Base Salary plus Bonus or Commission) of \$61,000 plus \$17,000 in expenses, while the Norfolk salesperson had a compensation/expenses split of \$49,000 and \$13,000. A Weighted SCEI Cost Per Call can then be calculated by multiplying each salesperson's expenses by the Weighted Per Diem Index and adding it to their compensation, dividing the resulting total by the total of Calls Per Year $\times$ the TCF, according to the following formula:

For New Orleans, the calculation would be:

$$\frac{\$61,000 + (\$17,000 \times .84)}{950 \times .80} = \frac{\$75,280}{760} = \$99.05$$

For Norfolk:

$$\frac{\$49,000 + (\$13,000 \times 1.11)}{575 \times 1.33} = \frac{\$63,430}{764.8} = \$82.93$$

The resulting totals reveal that the average cost of a sales call in New Orleans—once more than \$26.00 *lower* than that of Norfolk—is actually *more* than \$16.00 *higher* when territory concentration and field expenses have been properly factored in. This just goes to show that before you rely on the simple answer to the question of what it costs to make a sales call, remember that the subtle differences in markets and territories can often be deceiving.

BUDGETING

How much are your salespeople spending each year? By constructing a territorial sales budget that breaks out the various components of selling, you can easily analyze individual cost factors, which may help you uncover areas where adjustments and/or cutbacks can be made. The data you'll need for each of your salespeople's territories can be gathered from company records, the Metro Market Profiles contained in Section II, and other tables from the *Survey*. To lay out your worksheet, begin by following the example below, and then review each of the 16 steps that correspond to the individual lines and columns listed.

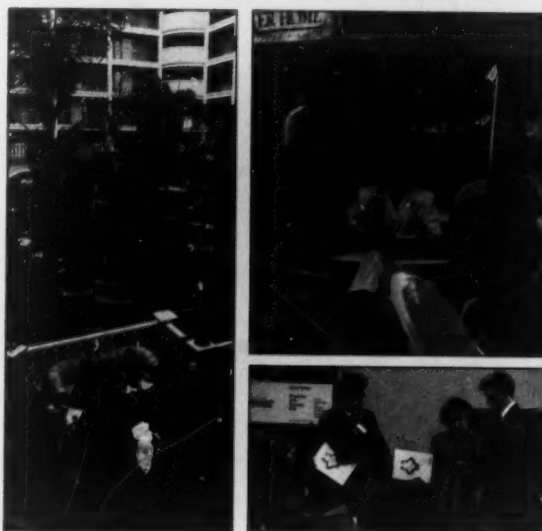
COLUMNS:

1. List the individual **Metro Areas** that comprise each of your territories, using the data from the Metro Market Profiles in Section II of the *Survey*.
2. Enter your annual **Projected Sales** for each metro.
3. For **Lodging Costs**, estimate the total number of nights per year spent in each metro and multiply this figure by the Average Daily Lodging cost shown in each metro profile, making sure to add the appropriate lodging tax rates where applicable.
4. To estimate **Meal Costs**, add up the number of meals for each metro and multiply by the appropriate figure shown (Breakfast, Lunch, and Dinner), and then add the corresponding meal tax rates.
5. If a car is to be rented, multiply the number of days by the average daily **Auto-Rental** cost shown in the table, "Daily Auto-Rental Rates by Region and Metro" in Section III of the *Survey*.
6. Estimate any additional **Miscellaneous Expenses**, such as taxi or limo fares, and enter them in this column.
7. Calculate **Entertainment** costs by adding additional meal costs, multiplied by the total number of clients or prospects entertained, as well as any other related expenses.
8. Estimate any extra **Transportation** costs—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings or seminars.
9. Factor in any **Promotional** expenditures, including ad-

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(407) 834-2400
9300 Baymeadows Rd., Jacksonville, Florida 32256
(904) 731-3555
13131 N. Central Expressway, Dallas, Texas 75243
(214) 234-3300
10 Century Blvd., Nashville, Tennessee 37214
(615) 871-0033



*Locations in Dallas, Jacksonville, Nashville,
Orlando North and Orlando South*

USER'S GUIDE

vertising, sales promotions, trade show costs, meetings, etc., that are charged to the individual metros, or construct an average for each metro by dividing the total number of metros into the territory's total promotional expenditures.

10. Total the expenses from columns 3 through 9, which will give you the **Total Metro Expenses** for each metro listed.

LINKS:

11. Total the expenses for each vertical column (2 through 10) and enter here under **Metro Totals**.

12. Enter your **Projected Total Territory sales** on this line under column 2, and **Projected Total Territory expenses** for each of the seven categories (columns 3 through 9).

13. Calculate the **Percent of Total** projected sales accounted for by the territory by dividing the Projected Total Territory figures on line 12 into the Metro Totals on line 11. Enter these percentages under columns 2 through 10.

14. Add up the **Budgeted Salaries** (Salary plus Bonus or Commission) for all sales managers and field salespeople in

the territory, and enter on line 14, column 2.

15. Enter the **All-Metro Total** from the Metro Totals on line 11, column 10, adjusting this figure to reflect any additional expenses—rent, utilities, or other staff expenses—charged to the sales division.

16. Add the totals for **Budgeted Salaries** (line 14) and the **All-Metro Total** (line 15), which will result in a figure that reflects a majority of your **Actual Expenses**. With this figure in hand, you can then subtract it from the **Projected Total Territory sales** (line 12, column 2), which will give you the gross dollar return on sales in the territory's component metros (sales - expenses = return on sales).

This dollar figure can then be converted to a percentage and compared to your company's projected profit ratio, which tells you if your budget is on target. If it isn't, an analysis of the individual cost components should reveal areas that can be adjusted or cut back. If a territory is made up of largely non-metro areas, this will be reflected in the Percent of Total figure on line 13, and adjustments can be made accordingly.

Preparing a Sales-Costs Budget

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SECTION II

**METRO MARKET
PROFILES**

KEY TO METRO MARKET PROFILES

Each of the 100 Metro Market Profiles in the 1990 *Survey of Selling Costs* contains statistics for nine major categories, providing both managers and field salespeople with a concise picture of each of these major markets. The data in these profiles allow managers to be more precise in their budgetary planning, as well as in the allocation of sales force dollars for travel and entertainment. In addition, these listings provide field salespeople with statistics on selected accommodations, meeting sites, and restaurants that they can use to keep their own expenses in check.

For each category, certain criteria for inclusion in the *Survey's* listings have been established, and the following definitions outline these specific guidelines. The 94 U.S. metro markets are listed alphabetically, followed by 6 major Canadian markets.

VITAL STATISTICS—Figures in this section have been selected from the most recent edition of Sales & Marketing Management's *Survey of Buying Power*, with the statistics reflecting a cut-off date of 1/1/89. **Population** figures show the total metro-area population, while **Households** shows the total number of households, regardless of the number of occupants (single- or multiple-person units). **Median Age** shows the midpoint in the range of metro-area age distribution, with half the population older, and half younger, than this figure. The current U.S. median age is 32.8 years.

Total EBI lists the Effective Buying Income for a metro, a figure roughly equivalent to disposable, or after-tax, income. The **Median Household EBI** shows Effective Buying Income on a

household basis, the median being the point at which half the metro's incomes are above, and half below, the listed figure. Median household EBI for the U.S. is currently \$24,488. **Total Retail Sales** reflects net sales for all establishments primarily engaged in retail trade in a given metro area, excluding those of wholesale and service establishments.

The **Buying Power Index** is a weighted indicator that combines a metro area's total population, income, and retail sales and expresses it as a percentage of total U.S. potential (100.0000). The BPI is most often used

as a relative indicator, revealing how much "buying power" a metro controls (i.e., the BPI for the Los Angeles-Long Beach metro area is 3.9019, or roughly 4% of U.S. potential).

Telephone numbers and **Area Codes** for the local Chamber of Commerce and Convention & Visitors Bureau were gathered by Sales & Marketing Management.

MEAL & LODGING COSTS—The Average Daily Lodging costs shown are calculated from the individual ranges of lodging rates listed for each market (see

AKRON, OHIO

VITAL STATISTICS

Population: 649,500
Households: 246,400
Median Age: 32.6
Total EBI: \$7,544,255,000
Median Hshld. EBI: \$24,200
Total Retail Sales: \$4,035,493,000
Buying Power Index: .2495
Chamber of Commerce: 376-5550
Convention & Visitors Bureau: 376-4254
Telephone Area Code: 216

MEAL & LODGING COSTS

Avg. Daily Lodging: \$87.50
Meals: B-\$4.84
L-\$7.07
D-\$16.81
PER DIEM
Total: \$116.22
Index: XX
TAX RATES
Meals: 5.5%
Lodging: 11.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Inn-West	Akron	867-5000	\$60-95
Hilton Quaker Square	Akron	253-5970	\$70-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Quaker Square	Akron	253-5970	\$75-85

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Maison Martel	Akron	867-4114	M
Silver Pheasant	Stow	678-2116	M
Tangier	Akron	376-7171	M

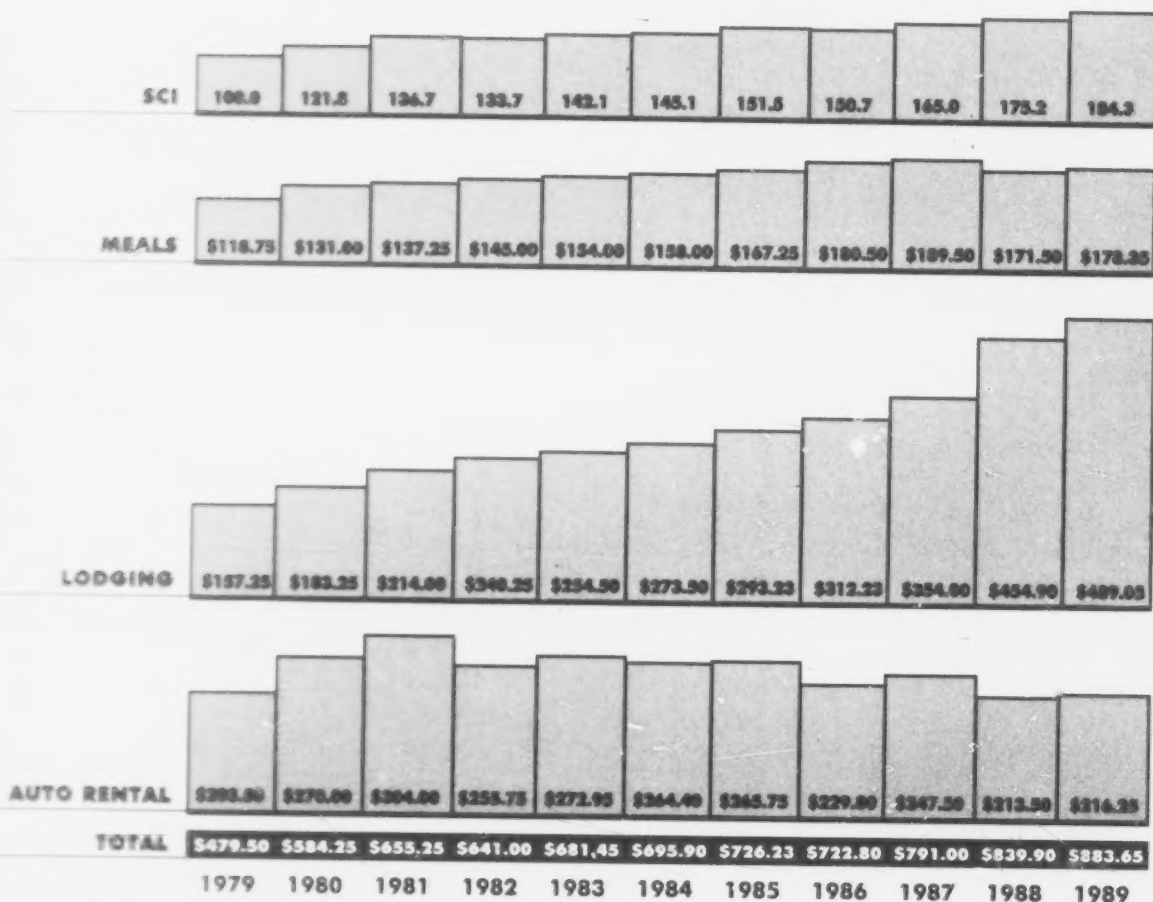
AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. SE
Time: 20-30 min.
Taxi: \$27.00
Limo: \$10.25

DAILY AUTO RENTAL

Avis: \$43.00
Budget: \$49.00
Dollar: N.A.
Hertz: \$50.00

The Selling Cost Index: A Look at Weekly Expenses for Three Major Components Shows 1988-89 Costs Up by 9.1%



The **Selling Cost Index** is calculated by multiplying the national averages for the three SCI components—**Meals**, **Lodging**, and **Auto Rental**—by 5 days (a typical week in the field), producing the individual weekly totals that are then added together, resulting in a combined weekly **Total** for the three basic components. For 1989, the formula would be $\$178.35 + \$489.05 + \$216.25 = \$883.65$. The **SCI** is then calculated by dividing the 1979 base year **Total** (\$479.50) into the corresponding weekly **Total**, producing the index figure for each subsequent year. For 1989, the calculation of $\$883.65 \div \$479.50$ produces an **SCI** of **184.3**, indicating that weekly costs have risen by 84.3% over the course of the last decade.

SOURCE: Sales & Marketing Management, 1990 Survey of Selling Costs. © Sales & Marketing Management.

Hotels/Motels). Average daily **Meal** costs for Breakfast (B), Lunch (L), and Dinner (D) were calculated by *Sales & Marketing Management*, based on data from the 1990 *Survey of Selling Costs* and the National Restaurant Assn. A notation of N.A. means that rates for this market were unavailable.

PER DIEM—The Per Diem Total for each market reflects the total daily cost of lodging and three meals. The Per Diem Index shows a market's Per Diem Total expressed as a ratio of the

U.S. average, or 100. An Index figure of 110, for example, means that per diem costs in this market are roughly 10% higher than the national average. A notation of N.A. means that rates for this market were unavailable.

TAX RATES—Taxes for **Meals** and **Lodging** are shown where applicable, with Lodging tax rates reflecting the combined rates for both local taxes and any additional surcharges for lodging. A notation of N.A. means that rates for this market were unavailable.

HOTELS/MOTELS—Individual locations and rates in this category have been selected from the listings of three-star (★★★) hotels and motels in the 1989 *Mobil® Travel Guide*. Because most sales managers prefer that their salespeople select medium-priced accommodations when in the field (and it is felt that three-star locations best represent this standard), S&MM has limited its listings to only those locations with this specific rating. Only those hotels and motels that carried a three-star rating in the most recent edition of the *Mobil®*

Selected Budget Motel Chains

CHAIN (Reservations)	NO. OF LOCATIONS	TOTAL ROOMS	INNS UNDER CONSTRUCTION	INNS PLANNED	RATES	FACILITIES & SERVICES
BUDGETEL (800-4-BUDGET) (800-428-3438)	71	7,100	6	6	Sgl. - \$30.95-33.95 Dbl. - \$27.95-37.95	Color TV with satellite stations; free in-room movies; free local phone calls; meeting rooms; non-smoking rooms; rooms for handicapped; kids 18 and under stay free in same room; group discounts; free continental breakfast; in-room coffee makers
DAYS INNS OF AMERICA (900-325-2525)	951	120,750	N.A.	1,250	Sgl. - \$25-90 Dbl. - \$30-110	Color TV; pool; restaurant; nearby gas/service; meeting rooms; cocktail lounge; non-smoking rooms; rooms for handicapped; senior citizen discounts; special discount clubs
ECONO LODGES OF AMERICA (800-446-6900)	560	45,000	100	100	Sgl. - \$30-35 Dbl. - \$35-40	Color TV; meeting rooms; cocktail lounges; non-smoking rooms; rooms for handicapped; restaurant adjacent or nearby; senior citizen and group discounts; kids 18 and under stay free in same room
LA QUINTA MOTOR INNS (800-531-5900) For the hearing impaired: (800-426-3101)	207	26,426	0	1	Sgl. - \$35-40 Dbl. - \$41-46	Color TV with cable and satellite stations; pool; laundry service; free local phone calls; King Plus Rooms for business travelers; meeting rooms; non-smoking rooms; rooms for handicapped; free morning coffee; free Newsweek magazine; kids 18 and under stay free in same room; senior citizen and group discounts; fax services
MOTEL 6 (505-891-6161)	525	59,925	9	32	Sgl. - \$17.95-31.95 Dbl. - \$21.95-36.95	Color TV; pool; access to family restaurant; in-room movies; free local phone calls; no service charge on long distance calls; kids 18 and under stay free in same room
RED ROOF INNS (800-THE-ROOF) (800-843-7663)	204	22,683	1	9	Sgl. - \$25.95-42.95 Dbl. - \$30.95-52.95	Color TV; free ESPN and in-room movies; free local calls; meeting rooms; free daily newspaper; free morning coffee; Business King Rooms for business travelers; copy and facsimile machines; non-smoking rooms; rooms for handicapped; kids 18 and under stay free in same room; special discount clubs
SUSSE CHALET MOTOR LODGE & INNS (800-258-1980) In New Hampshire: (800-572-1880)	43	4,429	2	N.A.	Sgl. - \$34.70-40.70 Dbl. - \$38.70-43.70	Color TV with satellite stations; pool; valet; laundry; baby-sitting service; auto emergency service; secretarial service; breakfast carts

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs.

Travel Guide are listed.

Note: Hotel/Motel listings carrying starred ratings are copyright 1989 by Mobil® Oil Corporation, New York, N.Y. Additional information on the Mobil® Travel Guides can be found in the User's Guide in Section I of this publication.

City listings reflect the mailing address for each location, although all hotels and motels listed lie within designated metro-area boundaries. Phone numbers show local listings (without area code), with toll-free numbers for

most major chains listed in a separate table at the beginning of this section. Rates shown reflect the approximate low-single to high-double ranges as listed in the 1989 Mobil® Travel Guide. Because of the cut-off dates imposed by Sales & Marketing Management in the collection and publication of these statistics, readers are advised that while every effort has been made by S&MM and the Mobil® Travel Guides to ensure the accuracy of rate-oriented data, some changes in these figures are bound to occur. Because of this, when

pricing accommodations, be sure to ask about changes, group plans, and/or corporate discounts.

MEETING SITES/CONFERENCE CENTERS—Listings in this section have been selected from the 1989 edition of the *Successful Meetings Sourcebook*, although S&MM's *Survey of Selling Costs* lists only those locations with 10 or more meeting rooms, limiting these listings to the medium- and large-sized meeting sites and conference centers in each metro market.

Toll-Free Numbers for Major Auto Rental & Hotel/Motel Chains

AUTO RENTAL FIRMS

FOR U.S. MARKETS:

Avis	800-331-1212
Budget	800-527-0700
Dollar	800-421-6868
Hertz	800-654-3131
	800-522-3711 (Okla.)

FOR CANADIAN MARKETS:

Hertz	800-654-3001 (except B.C. and Toronto)
National	800-CAR-RENT

HOTEL/MOTEL CHAINS

Best Western Int'l.	800-528-1234
	800-528-2222*
Days Inn	800-325-2525
Doubletree	800-528-0444
Embassy Suites	800-362-2779
Fairmont Hotels	800-527-4727
Four Seasons Hotels	800-332-3442
Hilton Hotels	800-HILTONS
Holiday Inn	800-HOLIDAY
	800-238-5544* (except Tenn.)
Howard Johnson	800-654-2000
	800-654-8442* (except Okla.)
Hyatt	800-228-9000
	800-228-9001 (Neb.)
	800-268-7530 (Canada)
Loews Hotels	800-223-0888
	800-522-5455 (N.Y.)
Marriott Courtyards	800-321-2211
Marriott Hotels	800-228-9290
Marriott Residence Inns	800-331-3131
Nikko Hotels Int'l.	800-221-4862
Omni Hotels	800-228-2121
Quality Inns	800-228-5151
Radisson Hotels	800-333-3333
Ramada Inns	800-2-RAMADA
	800-228-3232*
Red Lion-Thunderbird	800-547-8010
Rodeway Inns International	800-228-2000
Sheraton Hotels & Inns	800-325-3535
Sonesta Hotels	800-343-7170
Stouffer Hotels & Inns	800-HOTELS-1
Susse Chalet Motor Lodges & Inns	800-258-1980
	800-572-1880 (N.H.)
Travelodge International-Viscount	800-255-3050
Westin Hotels	800-228-3000

* - For the hearing impaired.

Note: Selected listings of Meeting Sites/Conference Centers are copyright 1989 by Successful Meetings, New York, N.Y. Additional information on the Successful Meetings Sourcebook can be found in the User's Guide in Section I of this publication.

City listings reflect the mailing address for each site, although all locations listed are within metro-area boundaries. Phone numbers reflect local listings (without area code), with toll-free numbers for most major chains listed in a separate table at the begin-

ning of this section. **Group Rates** reflect low-single to high-double ranges wherever possible, and only those Group Rates listed in the 1989 edition of the *Successful Meetings Sourcebook* are shown.

RESTAURANTS—Listings are based on three- (★★★), four- (★★★★), and five-star (★★★★★) rated restaurants in the 1989 *Mobil® Travel Guide*. S&MM has established these criteria to reflect the fact that most salespeople tend to choose higher-quality establish-

ments for entertaining their clients and prospects.

Note: Restaurant listings carrying starred ratings are copyright 1989 by Mobil® Oil Corporation, New York, N.Y. Additional information on the Mobil® Travel Guides can be found in the User's Guide in Section I of this publication.

Again, **City** listings reflect the mailing address for each restaurant listed, and **Phone** numbers are shown without local area codes. The **Price Code** for each restaurant (**M** = Moderate, **M-E** = Moderate-Expensive, and **E** = Expensive) has been produced by *Sales & Marketing Management* and is based on dinner price ranges listed in the 1989 *Mobil® Travel Guides* for each selected location. Allowances have been made for differences in geographic location and other relative costs for each market when determining price codes. For example, a moderate-priced restaurant in New York City will be more expensive than one in Tulsa.

An asterisk (*) indicates that a restaurant was the recipient of a 1989 S&MM Business Executives' Dining Award (BEDA), and these establishments have been listed regardless of whether they appear in, or have been rated by, the *Mobil® Travel Guides*. In cases where establishments do not appear in Mobil's listings, price codes are unavailable.

DAILY AUTO RENTAL—Average daily rates for four major companies are shown wherever possible, reflecting the local nondiscounted cost of renting a compact car (excluding insurance, tax, and mileage restrictions, where applicable). Due to the frequent changes in such rates and the possibility of local promotions and discounts, however, these rates should only be used as a basic guideline when allocating auto-rental expenses. **N.A.** means that rates for this market were unavailable.

AIRPORT-TO-CITY TRANSPORTATION

—The **Distance** shown reflects the number of miles between the airport and the main city in a given metro area (usually the first city listed in a multiple market). The **Time** is the approximate driving time between the airport and downtown. **Taxi** rates reflect the standard one-way fare from the airport to downtown, and **Limo** rates cover both airport shuttle-type transportation (usually lower than taxi rates) and private limousine service (which is often higher than taxi fare). A notation of **N.A.** means that limo service is either unavailable or rates are unpublished.

METRO MARKET PROFILES

AKRON, OHIO

VITAL STATISTICS

Population: 649,500
Households: 246,400
Median Age: 32.6
Total EBI: \$7,544,255,000
Median Hshld. EBI: \$24,200
Total Retail Sales: \$4,035,493,000
Buying Power Index: 2495
Chamber of Commerce: 376-5550
Convention & Visitors Bureau: 376-4254
Telephone Area Code: 216

MEAL & LODGING COSTS

Avg. Daily Lodging: \$87.50
Meals: B-\$4.84
L-\$7.07
D-\$16.81
PER DIEM
Total: \$116.22
Index: 86
TAX RATES
Meals: 5.5%
Lodging: 11.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Inn-West	Akron	867-5000	\$60-95
Hilton Quaker Square	Akron	253-5970	\$70-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Quaker Square	Akron	253-5970	\$75-85

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Maison Martel	Akron	867-4114	M
Silver Pheasant	Slaw	678-2116	M
Tangier	Akron	376-7171	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. SE
Time: 20-30 min.
Taxi: \$27.00
Limo: \$10.25

DAILY AUTO RENTAL

Avis: \$43.00
Budget: \$49.00
Dollar: N.A.
Hertz: \$50.00

ALBANY-SCHENECTADY-TROY, N.Y.

VITAL STATISTICS

Population: 857,700
Households: 325,000
Median Age: 34.0
Total EBI: \$11,190,924,000
Median Hshld. EBI: \$25,930
Total Retail Sales: \$6,254,373,000
Buying Power Index: 3664
Chamber of Commerce: 434-1214/372-5656/274-7020
Convention & Visitors Bureau: 800-622-8464/434-1217/372-5656/274-7020
Telephone Area Code: 518

MEAL & LODGING COSTS

Avg. Daily Lodging: \$88.88
Meals: B-\$4.41
L-\$6.20
D-\$16.81
PER DIEM
Total: \$116.30
Index: 86
TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Desmond Americana	Albany	869-8100	\$98-120
Hilton Hotel	Albany	462-6611	\$99-134
Holiday Inn	Schenectady	393-4141	\$55-68
Inn at the Century	Cohoes	785-0931	\$61-71
Marriott Albany	Albany	458-8444	\$115-126
Ramada Inn	Schenectady	370-7151	\$66-92
Ramada Inn	Albany	489-2981	\$58-74
Sheraton Airport	Albany	458-1000	\$80-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Desmond Americana	Albany	869-8100	
Marriott Albany	Albany	458-8444	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Gregory House	Averill Park	674-3774	M
Jack's Oyster House	Albany	465-8854	M
Scribshaw	Albany	869-8100	M
La Serre	Albany	463-6056	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. NW
Time: 20 min.
Taxi: \$9.90
Limo: \$9.90

DAILY AUTO RENTAL

Avis: \$50.00
Budget: \$45.00
Dollar: \$38.00
Hertz: \$50.00

ALBUQUERQUE, N.M.

VITAL STATISTICS

Population: 497,000
Households: 191,600
Median Age: 30.9
Total EBI: \$5,287,951,000
Median Hshld. EBI: \$20,749
Total Retail Sales: \$3,551,958,000
Buying Power Index: 1914
Chamber of Commerce: 764-3740
Convention & Visitors Bureau: 243-3696
Telephone Area Code: 505

MEAL & LODGING COSTS

Avg. Daily Lodging: \$79.72
Meals: B-\$6.31
L-\$10.39
D-\$16.54
PER DIEM
Total: \$112.96
Index: 83
TAX RATES
Meals: 5.0%
Lodging: 9.756%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Amfac Hotel	Albuquerque	843-7000	\$65-86
Best Western Barcelona			
Court	Albuquerque	255-5566	\$80-100
Hilton Inn	Albuquerque	884-2500	\$65-105
Holiday Inn-Journal Center	Albuquerque	821-3333	\$68-90
Holiday Inn-Midtown	Albuquerque	884-2511	\$64-92
Howard Johnson Plaza	Albuquerque	821-9451	\$48-53
Marriott Albuquerque	Albuquerque	881-6800	\$92-112
Radisson Inn	Albuquerque	247-0512	\$59-88
Sheraton-Old Town	Albuquerque	843-6300	\$76-92

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amfac Hotel	Albuquerque	843-7000	
Clarion Four Seasons	Albuquerque	888-3311	\$59-76
Doubletree	Albuquerque	247-3344	
Hilton Inn	Albuquerque	884-2500	
Marriott Albuquerque	Albuquerque	881-6800	\$59-110
Ramada Hotel Classic	Albuquerque	881-0000	\$50-80

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Al Monte's	Albuquerque	243-3709	M
Chardonnay's	Albuquerque	881-0000	M
Li's	Albuquerque	843-7000	M
Luna Mansion	Los Lunas	865-7333	M
Nicole's	Albuquerque	881-6800	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. SE
Time: 15-20 min.
Taxi: \$7.00
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$39.00
Budget: \$40.00
Dollar: \$39.00
Hertz: \$40.00

ALLENTOWN-BETHLEHEM, PA.

VITAL STATISTICS

Population: 674,300
Households: 260,600
Median Age: 35.6
Total EBI: \$8,791,196,000
Median Hshld. EBI: \$26,691
Total Retail Sales: \$4,620,814,000
Buying Power Index: 2822
Chamber of Commerce: 437-9661/867-3788
Convention & Visitors Bureau: 266-0560
Telephone Area Code: 215

MEAL & LODGING COSTS

Avg. Daily Lodging: \$72.83
Meals: B-\$6.34
L-\$10.50
D-\$26.40
PER DIEM
Total: \$116.07
Index: 86
TAX RATES
Meals: 6.0%
Lodging: 6.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bethlehem Hotel	Bethlehem	867-3711	\$45-77
Hilton Allentown	Allentown	433-2221	\$66-91
Sheraton Jetport	Allentown	266-1000	\$73-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
George Washington Lodge	Allentown	433-0131	\$35-55
Hilton Allentown	Allentown	433-2221	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Balleisville Inn	Balleisville	799-2435	M
Blair Creek Inn	Mertztown	682-6700	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. NE
Time: 15-20 min.
Taxi: \$9.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$39.00
Budget: \$40.00
Dollar: N.A.
Hertz: \$40.00

ANAHEIM-SANTA ANA, CAL.

VITAL STATISTICS

Population: 2,273,700
Households: 808,200
Median Age: 32.2
Total EBI: \$38,034,417,000
Median Hshld. EBI: \$37,096
Total Retail Sales: \$17,860,987,000
Buying Power Index: 1.1313
Chamber of Commerce: 758-0222/541-5353
Convention & Visitors Bureau: 999-8999
Telephone Area Code: 714

MEAL & LODGING COSTS

Avg. Daily Lodging: \$107.02
Meals: B-\$5.99
L-\$10.61
D-\$17.40
PER DIEM
Total: \$141.02
Index: 104
TAX RATES
Meals: 6.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Newport Mesa Inn	Costa Mesa	650-3020	\$52-72
Best Western Sunset Beach Inn	Sunset Beach	840-2431	\$87-99
Beverly Heritage	Costa Mesa	751-5100	\$85-125
Doubletree Hotel	Orange	634-4500	\$95-135
Embassy Suites	Anaheim	632-1221	\$104-139
Embassy Suites	Buena Park	739-5600	\$89-109
Embassy Suites	Irvine	553-8332	\$89-99
Embassy Suites	Santa Ana	241-3800	\$99-114
Emerald of Anaheim	Anaheim	999-0990	\$120-130
Grand Plaza Hotel	Santa Ana	966-1955	\$59-79
Hilton & Towers Irvine	Irvine	863-3111	\$98-150
Hilton Hotel & Towers	Anaheim	750-4321	\$98-144
Holiday Inn-Gateway Plaza	La Mirada	739-8500	\$75-104
Howard Johnson	Anaheim	776-6120	\$70-93
Hyatt Regency Alicante	Garden Grove	971-3000	\$89-145
Marriott Anaheim	Anaheim	750-8000	\$116-138
Marriott Hotel & Tennis Club	Newport Beach	640-4000	\$159-169
Marriott Irvine	Irvine	553-0100	\$129-154
Quality Inn	Anaheim	999-1220	\$47-70
Quality Suites	Santa Ana	957-9200	\$78-89
Red Lion Inn	Costa Mesa	540-7000	\$89-145
The Registry	Irvine	752-8777	\$115-145
Sheraton Anaheim	Anaheim	778-1700	\$65-120
Travelodge Plaza at the Park	Anaheim	758-0900	\$72-95
Westin South Coast Plaza	Costa Mesa	540-2500	\$125-185

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Buena Park Hotel	Buena Park	995-1111	\$58-75
Disneyland Hotel	Anaheim	778-6600	
Doubletree Hotel	Orange	634-4500	
Emerald of Anaheim	Anaheim	999-0990	\$60-98
Four Seasons Hotel	Newport Beach	759-0808	
Grand Hotel	Anaheim	772-7777	\$69-99
Hilton & Towers Irvine	Irvine	863-3111	\$98-140
Hilton Hotel & Towers	Anaheim	750-4321	\$104-170
Holiday Inn-Buena Park	Buena Park	522-7000	
Holiday Inn-Gateway Plaza	La Mirada	739-8500	\$78
Hyatt Regency Alicante	Garden Grove	971-3000	
Inn at the Park	Anaheim	750-1811	
Marriott Anaheim	Anaheim	750-8000	
Marriott Hotel & Tennis Club	Newport Beach	640-4000	\$95-125
Marriott Irvine	Irvine	553-0100	\$65-129
Marriott Suites	Newport Beach	854-4500	\$89-145
Meridian Newport Beach	Newport Beach	476-2001	
Newporter Resort	Newport Beach	644-1700	
Quality Hotel	Anaheim	750-3131	
Ramada Inn	Buena Park	868-0401	
Red Lion Inn	Costa Mesa	540-7000	
The Registry	Irvine	752-8777	\$95-150
Ritz-Carlton Laguna Niguel	Laguna Niguel	240-2000	\$210
Sheraton Anaheim	Anaheim	778-1700	
Sheraton Newport Beach	Newport Beach	833-0570	\$70-145
Westin South Coast Plaza	Costa Mesa	540-2500	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Antonello	Santa Ana	751-7153	M
The Cellar	Fullerton	525-5682	M
Chanteclair	Irvine	752-8001	M
Le Chardonay	Irvine	752-8777	M-E
Chez Cary	Orange	542-3595	M-E
*The Crab Cooker	Newport Beach	673-0100	M
Dover's	Orange	634-4500	M-E
J.W.'s	Anaheim	750-8000	M
Pavilion	Newport Beach	759-0808	M-E
The Ritz	Newport Beach	720-1800	M
Steinbeck's Creative Cuisine	Balboa Island	673-0570	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. S
Time: 20-30 min.
Taxi: \$20.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$54.00
Budget: \$32.00
Dollar: \$37.00
Hertz: \$46.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

ATLANTA, GA.

VITAL STATISTICS

Population: 2,766,400
Households: 1,033,600
Median Age: 31.3
Total EBI: \$37,869,940,000
Median Hshld. EBI: \$29,262
Total Retail Sales: \$22,255,492,000
Buying Power Index: 1.2487
Chamber of Commerce: 586-8400
Convention & Visitors Bureau: 521-6600
Telephone Area Code: 404

MEAL & LODGING COSTS

Avg. Daily Lodging: \$113.52
Meals: B-\$7.13
L-\$10.22
D-\$32.36
PER DIEM
Total: \$163.23
Index: 121
TAX RATES
Meals: 5.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Amberley Suite Hotel	Norcross	263-0515	\$62-86
Colony Square	Atlanta	892-6000	\$95-130
Doubletree	Atlanta	395-3900	\$115-155
Embassy Suites-Perimeter Center	Atlanta	394-5454	\$99-134
French Quarter Suites	Atlanta	980-1900	\$89-109
Guest Quarters-Perimeter Center	Atlanta	396-6800	\$120-180
Hilton & Towers	Atlanta	659-2000	\$114-160
Hilton at Peachtree Corners	Norcross	447-4747	\$84-106
Hilton Northwest Atlanta	Atlanta	953-9300	\$78-110
Holiday Inn Crowne Plaza	College Park	997-2770	\$73-103
Hyatt Regency Atlanta	Atlanta	577-1234	\$140-160
Hyatt Regency Ravinia	Atlanta	395-1234	\$130-170
Lenox Inn	Atlanta	261-5500	\$53-67
Marriott Courtyard-Airport	College Park	997-2220	\$60-90
Marriott Courtyard-Northlake	Atlanta	938-1200	\$60-74
Marriott Gwinnett Place	Duluth	923-1775	\$98-118
Marriott Marquis	Atlanta	521-0000	\$165-185
Marriott Northwest	Atlanta	952-7900	\$99-114
Marriott Suites	Atlanta	668-0808	\$125-140
Omni Hotel at CNN Center	Atlanta	659-0000	\$79-145
Peachtree Executive Conference Center	Peachtree City	487-2000	\$105-145
Pickett Suite	Atlanta	956-9999	\$75-190
Ramada Renaissance	College Park	762-7676	\$85-115
Sheraton Parkway 75	Marietta	428-4400	\$70-112
Stouffer Waverly Hotel	Atlanta	953-4500	\$115-145
Terrace Garden Inn (Suites)	Atlanta	952-9595	\$93-125
Westin Peachtree Plaza	Atlanta	659-1400	\$130-190
Wyndham Midtown	Atlanta	873-4800	\$110-130
Wyndham Vinings	Atlanta	432-5555	\$85-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Aberdeen Woods/Pitney			
Bowles Conference Center	Peachtree City	487-2666	\$129-189
Colony Square	Atlanta	892-6000	
Hilton Atlanta Airport	Hapeville	767-9000	\$115-150
Hilton & Towers	Atlanta	659-2000	\$135-170
Hilton Northwest	Atlanta	953-9300	\$65-85
Holiday Inn Buckhead	Atlanta	231-1234	\$75-115
Holiday Inn Crowne Plaza	College Park	997-2770	\$65-120
Hyatt Regency Atlanta	Atlanta	577-1234	\$95-135
Hyatt Regency Ravinia	Atlanta	395-1234	
Marriott Atlanta Airport	College Park	766-7900	
Marriott Gwinnett Place	Duluth	923-1775	\$75-105
Marriott Marquis	Atlanta	521-0000	\$119-175
Marriott Northwest	Atlanta	952-7900	
Marriott Perimeter Center	Atlanta	394-6500	
Omni Hotel at CNN Center	Atlanta	659-0000	
Peachtree Executive Conference Center	Peachtree City	487-2000	\$139-152
Perimeter North Inn	Atlanta	455-1811	
Pierremont Plaza	Atlanta	881-6000	\$74-104
Radisson Atlanta	Atlanta	659-6500	
Radisson Dunwoody	Dunwoody	394-5000	\$49-74
Radisson Inn & Conference Center	Atlanta	351-6532	
Ramada Capitol Plaza	Atlanta	688-1900	
Ramada Renaissance	College Park	762-7676	
Ritz-Carlton Atlanta	Atlanta	659-0400	\$110-185
Ritz-Carlton Buckhead	Atlanta	237-2700	
Sheraton Atlanta Airport	College Park	768-6660	\$74-82
Sheraton Century Center	Atlanta	325-0000	\$76-106
Stouffer Waverly Hotel	Atlanta	953-4500	
Terrace Garden Inn			
Buckhead	Atlanta	261-9250	\$72-125
Westin Lenox	Atlanta	262-3344	
Westin Peachtree Plaza	Atlanta	659-1400	\$90-140

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*The Abbey	Atlanta	876-8831	M
*Bone's Steak & Seafood	Atlanta	237-2663	M-E
Bugatti	Atlanta	659-0000	M
The Cafe at the Ritz-Carlton	Atlanta	659-0400	M

METRO MARKET PROFILES

ATLANTA (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Cafe at the Ritz-Carlton Buckhead	Atlanta	237-2700	M
Cappriccio Ristorante	Atlanta	237-0347	M
Carbo's Cafe	Atlanta	231-4433	M
Cinnabar	Atlanta	953-4500	M
*Coach and Six	Atlanta	872-6666	M
The Dining Room at the Ritz-Carlton Buckhead	Atlanta	237-2700	E
56 East	Atlanta	364-9463	M-E
*Fish Market	Atlanta	262-3165	M
La Grotta	Atlanta	231-1368	M
Hedgerose Heights Inn	Atlanta	233-7673	M
Hsu's Gourmet Chinese Restaurant	Atlanta	233-3891	M
The Lark and the Dove	Atlanta	256-2922	M
The Mansion	Atlanta	876-0727	M
*Nikolai's Roof	Atlanta	659-2000	E
103 West	Atlanta	233-5993	M
*Pano and Paul's	Atlanta	261-3662	M
Papa's at Park Centre	Smyrna	432-7272	M
*Pittypat's Porch	Atlanta	525-8228	M
The Planters	Marietta	427-4646	M-E
Pompano's	Atlanta	586-6017	M-E
The Restaurant	Atlanta	659-0400	M-E
Sun Dial	Atlanta	589-7500	M-E
Trotter's	Atlanta	237-5988	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SW
Time: 20-30 min.
Taxi: \$13.50
Limo: \$7.00

DAILY AUTO RENTAL

Avis: \$40.00
Budget: \$70.00
Dollar: \$40.00
Hertz: \$60.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

ATLANTIC CITY, N.J.

VITAL STATISTICS

Population: 312,400
Households: 123,900
Median Age: 36.9
Total EBI: \$3,967,927,000
Median Hshld. EBI: \$22,532
Total Retail Sales: \$2,811,388,000
Buying Power Index: 1415
Chamber of Commerce: 345-5600
Convention & Visitors Bureau: 348-7100
Telephone Area Code: 609

MEAL & LODGING COSTS

Avg. Daily Lodging: \$138.59
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.
Index: N.A.

TAX RATES

Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bally's Grand Hotel & Casino	Atlantic City	347-7111	\$130-140
Bally's Park Place Casino	Atlantic City	340-2000	\$135-165
Beach Club Hotel	Ocean City	399-8555	\$96-170
Caesars Atlantic City	Atlantic City	348-4411	\$150-190
Flanders Hotel	Ocean City	399-1000	\$90-180
Harrah's Marina	Atlantic City	441-5000	\$120-170
Port-O-Call	Ocean City	399-8812	\$109-164
Resorts International	Atlantic City	344-6000	\$75-170
Showboat Hotel & Casino	Atlantic City	343-4000	\$125-160
Tropicana Hotel & Casino	Atlantic City	340-4000	\$95-155
Trump Castle Hotel & Casino	Atlantic City	441-2000	\$95-165

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Atlantis Casino Hotel	Atlantic City	344-4000	
Bally's Atlantic City	Atlantic City	340-2150	
Bally's Grand Hotel	Atlantic City	347-7111	
Caesars Atlantic City	Atlantic City	348-4411	\$65-100
Claridge Casino & Hotel	Atlantic City	340-3400	
Harrah's Marina	Atlantic City	441-5000	\$60-120
Marriott Seaview Resort	Absecon	652-1800	
Resorts International	Atlantic City	340-6030	
Sands Hotel Casino	Atlantic City	441-4150	\$50-160
Showboat Hotel & Casino	Atlantic City	343-4000	
Trump Castle Hotel & Casino	Atlantic City	441-8600	\$65-115
Trump Plaza Hotel & Casino	Atlantic City	441-6760	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Ivana's	Atlantic City	441-6000	M-E
Le Palais	Atlantic City	344-6000	M-E
Ram's Head Inn	Absecon	652-1700	M
Vanessa	Atlantic City	347-7111	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. NW
Time: 20 min.
Taxi: \$22.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$39.00
Budget: \$42.00
Dollar: N.A.
Hertz: \$40.00

AUSTIN, TEXAS

VITAL STATISTICS

Population: 746,100
Households: 286,800
Median Age: 29.3
Total EBI: \$9,041,474,000
Median Hshld. EBI: \$22,977
Total Retail Sales: \$4,893,532,000
Buying Power Index: 2972
Chamber of Commerce: 478-9383
Convention & Visitors Bureau: 478-0098
Telephone Area Code: 512

MEAL & LODGING COSTS

Avg. Daily Lodging: \$86.63
Meals: B-\$7.61
L-\$9.08
D-\$16.54

PER DIEM

Total: \$119.86
Index: 89

TAX RATES

Meals: 8.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree	Austin	454-3737	\$49-99
Driskill Hotel	Austin	474-5911	\$69-104
Embassy Suites	Austin	454-8004	\$84-104
Embassy Suites	Austin	469-9000	\$69-99
Guest Quarters	Austin	478-7000	\$84-109
Howard Johnson-Austin South Plaza	Austin	448-2444	\$52-64
Howard Johnson-Plaza Hotel North	Austin	836-8520	\$42-53
Hyatt Regency	Austin	477-1234	\$90-136
Marriott at the Capitol	Austin	478-1111	\$85-120
Marriott Austin	Austin	458-6161	\$79-109
Radisson Plaza	Austin	476-3700	\$85-120
Wyndham Southpark	Austin	448-2222	\$82-92

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Barton Creek Conference Resort	Austin	329-4000	\$110-185
Driskill Hotel	Austin	474-5911	
Four Seasons Hotel	Austin	478-4500	
Hilton Airport & Towers	Austin	451-5757	\$55-105
Hyatt Regency Austin	Austin	477-1234	
Lakeway Resort & Conference Center	Austin	261-6600	\$95-115
Marriott at the Capitol	Austin	478-1111	\$55-95
Marriott Austin	Austin	458-6161	
Radisson Plaza	Austin	476-3700	
Stouffer Austin Hotel	Austin	343-2626	
Wyndham Southpark	Austin	448-2222	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Austin's Courtyard	Austin	476-7095	M
Dover's	Austin	454-3737	M
Foothills of Austin	Austin	477-1234	M
Green Pastures	Austin	444-4747	M
Hudson's on the Bend	Austin	266-1369	M
Newport's Seafood	Austin	472-3474	M
Riverside Cafe	Austin	478-4500	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. NE
Time: 10-20 min.
Taxi: \$5.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$39.00
Budget: \$42.00
Dollar: \$32.00
Hertz: \$43.00

BALTIMORE, MD.

VITAL STATISTICS

Population: 2,367,400
Households: 866,500
Median Age: 33.1
Total EBI: \$31,205,367,000
Median Hshld. EBI: \$29,490
Total Retail Sales: \$15,959,646,000
Buying Power Index: 9923
Chamber of Commerce: 825-6200
Convention & Visitors Bureau: 800-343-3468/659-7300
Telephone Area Code: 301

MEAL & LODGING COSTS

Avg. Daily Lodging: \$114.45
Meals: B-\$7.23
L-\$9.84
D-\$21.98

PER DIEM

Total: \$153.50
Index: 113

TAX RATES

Meals: 5.0%
Lodging: 12.0%

METRO MARKET PROFILES

BALTIMORE(cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Brookshire	Baltimore	625-1300	\$109-149
Columbia Inn	Columbia	730-3900	\$105-135
Cross Keys Inn	Baltimore	532-6900	\$85-105
Embassy Suites	Hunt Valley	584-1400	\$119-139
Guest Quarters-Airport	Linthicum	850-0747	\$115-145
Hilton Inn	Annapolis	268-7555	\$109-219
Hilton Inn	Pikesville	653-1100	\$91-106
Holiday Inn-Timonium Plaza	Timonium	252-7373	\$70-100
Hyatt Regency	Baltimore	528-1234	\$145-175
International Hotel-Airport	Baltimore	859-3300	\$99-134
Marriott Inner Harbor	Baltimore	962-0202	\$120-130
Marriott's Hunt Valley Inn	Hunt Valley	785-7000	\$114-127
Omni International	Baltimore	752-1100	\$89-125
Quality Inn-Towson	Towson	825-9190	\$55-70
Radisson Annapolis	Annapolis	263-7777	\$85-105
Ramada Inn	Annapolis	266-3131	\$75-131
Sheraton Inner Harbor	Baltimore	962-8300	\$99-180
Tremont Baltimore	Baltimore	576-1200	\$65-125
Tremont Plaza	Baltimore	727-2222	\$85-115

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Columbia Inn	Columbia	730-3900	\$50-100
Embassy Suites	Hunt Valley	584-1400	
Guest Quarters-Airport	Linthicum	850-0747	\$89-140
Hyatt Regency Baltimore	Baltimore	528-1234	\$85-160
Lord Baltimore	Baltimore	539-8400	
Marriott Hunt Valley Inn	Hunt Valley	785-7000	
Marriott Inner Harbor	Baltimore	962-0202	
Omni International	Baltimore	752-1100	\$88-120
Quality Inn-Towson	Towson	825-9190	
Sheraton Inner Harbor	Baltimore	962-8300	
Sheraton Towson	Towson	321-7400	\$85-115
Stauffer Harborplace Hotel	Baltimore	547-1200	\$85-160
Tremont Plaza	Baltimore	727-2222	\$75-115

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brass Elephant	Baltimore	547-8480	M
Cafe des Artistes	Baltimore	664-2200	M
Chez Fernand	Baltimore	752-8030	M
Conrad's	Severna Park	544-3328	M
Conservatory	Baltimore	727-7101	M-E
Danny's	Baltimore	539-1393	M
Hampton's	Baltimore	234-0550	E
*Hausner's	Baltimore	327-8365	M
John Eager Howard Room	Baltimore	547-8220	M
L'Ecole	Baltimore	752-1446	M
Lester's	Annapolis	266-3131	M
Michener's	Baltimore	859-3300	M
Penwick House	Dunkirk	855-5388	M
*Phillips Crab House	Baltimore	289-6821	M
Pimlico	Pikesville	486-6776	M
Prime Rib	Baltimore	539-1804	M-E
Reynolds Tavern	Annapolis	263-6599	M
Rustic Inn	Annapolis	263-2626	M
San Remo	Annapolis	263-0949	M-E
Tio Pepe	Baltimore	539-4675	M
Treaty of Paris	Annapolis	263-2641	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SW
Time: 20-30 min.
Taxi: \$13.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$52.00
Dollar: \$44.00
Hertz: \$43.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

BIRMINGHAM, ALA.

VITAL STATISTICS

Population: 934,900
Households: 357,200
Median Age: 33.0
Total EBI: \$9,653,194,000
Median Hshld. EBI: \$20,245
Total Retail Sales: \$5,266,623,000
Buying Power Index: 3295
Chamber of Commerce: 323-5461
Convention & Visitors Bureau: 252-9825
Telephone Area Code: 205

MEAL & LODGING COSTS

Avg. Daily Lodging: \$62.25
Meals: B-\$5.98
L-\$7.56
D-\$17.79
PER DIEM
Total: \$93.58
Index: 69
TAX RATES
Meals: 7.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Birmingham	879-7400	\$65-85
Hilton Birmingham	Birmingham	933-9000	\$64-91
Holiday Inn-Airport	Birmingham	591-6900	\$53-62
Holiday Inn-Homewood	Homewood	942-2041	\$46-70

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-78 East	Birmingham	956-8211	\$43-59
Holiday Inn-South	Birmingham	822-4350	\$54-71
Journey's End Hotel	Bessemer	424-9780	\$34-45
Marriott Courtyard	Homewood	879-0400	\$58-66
Mountain Brook Inn	Mountain Brook	870-3100	\$59-74
Pickwick Hotel	Birmingham	933-9555	\$68-88
Radisson Inn	Birmingham	942-2031	\$45-50
Ramada Inn-Airport	Birmingham	591-7900	\$51-64
Ramada Inn-Civic Center Plaza	Birmingham	322-1234	\$55
Rime Garden Inn (Suites)	Birmingham	951-1200	\$70-100
Sheraton Perimeter Park South	Birmingham	967-2700	\$69-87
University Inn	Birmingham	933-7700	\$43-48

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Birmingham	Birmingham	933-9000	
Ramada Inn-Civic Center Plaza	Birmingham	322-1234	
Wynfrey Hotel at Riverchase	Birmingham	987-1600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Christian's	Birmingham	871-3222	M
Highlands	Birmingham	939-1400	M
Winston's	Birmingham	988-5665	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NE
Time: 15-20 min.
Taxi: \$8.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$54.00
Budget: N.A.
Dollar: \$37.00
Hertz: \$54.00

BOISE, IDAHO

VITAL STATISTICS

Population: 205,900
Households: 78,000
Median Age: 30.6
Total EBI: \$2,417,132,000
Median Hshld. EBI: \$23,715
Total Retail Sales: \$1,270,367,000
Buying Power Index: 0792
Chamber of Commerce: 344-5515
Convention & Visitors Bureau: 800-635-5240/
344-7777
Telephone Area Code: 208

MEAL & LODGING COSTS

Avg. Daily Lodging: \$67.88
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 5.0%
Lodging: 4.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn	Boise	344-8365	\$55-80
Owyhee Plaza Hotel	Boise	343-4611	\$39-65
Plaza Suites-Heritage	Boise	375-7666	\$40-119
Red Lion Inn-Downtown	Boise	344-7691	\$60-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Red Lion-Riverside	Boise	343-1871	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Peter Schott's	Boise	336-9100	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3.5 mi. SE
Time: 10 min.
Taxi: \$8.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$36.00
Dollar: \$33.00
Hertz: \$51.00

BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON, MASS.

VITAL STATISTICS

Population: 3,725,500
Households: 1,406,000
Median Age: 33.7
Total EBI: \$62,490,620,000
Median Hshld. EBI: \$33,558
Total Retail Sales: \$32,195,958,000
Buying Power Index: 1.9099
Chamber of Commerce: 227-4500
Convention & Visitors Bureau: 536-4100
Telephone Area Code: 617

MEAL & LODGING COSTS

Avg. Daily Lodging: \$151.38
Meals: B-\$5.98
L-\$10.55
D-\$24.91
PER DIEM
Total: \$192.82
Index: 142
TAX RATES
Meals: 5.0%
Lodging: 9.7%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Boston Park Plaza			
Hotel & Towers	Boston	426-2000	\$98-160
Bostonian	Boston	523-3600	\$180-250
Charles at Harvard Square	Cambridge	864-1200	\$165-245
Copley Plaza	Boston	267-5300	\$140-210
Guest Quarters Suite Hotel	Boston	783-0090	\$140-185
Hilton-Back Bay	Boston	236-1100	\$145-195
Hilton-Lowell	Lowell	452-1200	\$78-133
Hyatt Regency	Cambridge	492-1234	\$129-205
King's Grant Inn	Danvers	774-6800	\$65-90
Lafayette	Boston	451-2600	\$160-210
Lenox Hotel	Boston	536-5300	\$95-195
Marriott Burlington	Burlington	229-6565	\$125-135
Marriott Cambridge	Cambridge	494-6600	\$155-180
Marriott Copley Place	Boston	236-5800	\$175-215
Marriott Long Wharf	Boston	227-0800	\$200-220
Marriott Newton	Newton	969-1000	\$75-160
Omni Parker House	Boston	227-8600	\$145-200
Quality Inn	Boston	426-1400	\$85-110
Royal Sonesta	Cambridge	491-3600	\$135-178
Sheraton Boston	Boston	236-2000	\$155-250
Sheraton Commander	Cambridge	547-4800	\$129-160
Sheraton Tara	Braintree	848-0600	\$95-133
Sheraton Tara	Framingham	879-7200	\$85-123
Sheraton Tara Hotel & Resort	Danvers	777-2500	\$105-164
Westford Regency	Westford	492-8200	\$98-106

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Boston Park Plaza			
Hotel & Towers	Boston	426-2000	\$95-160
Charles at Harvard Square	Cambridge	864-1200	
Copley Plaza	Boston	267-5300	\$95-180
Fifty-Seven Park Plaza Hotel	Boston	482-1800	\$80-105
Guest Quarters Suite Hotel	Boston	783-0090	\$130-180
Hilton-Back Bay	Boston	236-1100	
Hilton-Logan Airport	Boston	568-9300	\$130-180
Hilton-Lowell	Lowell	452-1200	
Hilton Colonial	Wakefield	45-9300	\$65-125
Hilton at Dedham Place	Dedham	392-7900	
Hyatt Regency	Cambridge	492-1234	
Lafayette Swissotel	Boston	451-2600	\$170-215
Lenox Hotel	Boston	536-5300	\$95-195
Marriott Burlington	Burlington	229-6565	
Marriott Cambridge	Cambridge	494-6600	\$85-165
Marriott Copley Place	Boston	236-5800	\$85-175
Marriott Long Wharf	Boston	227-0800	\$160-205
Marriott Newton	Newton	969-1000	
Omni Parker House	Boston	227-8600	
Ritz-Carlton	Boston	536-5700	\$125-225
Royal Sonesta	Cambridge	491-3600	
Sheraton Boston	Boston	236-2000	\$155-220
Sheraton Needham	Needham	444-1110	\$80-130
Sheraton Tara	Braintree	848-0600	
Sheraton Tara Hotel & Resort	Danvers	777-2500	
Vista International	Waltham	890-9455	\$165-225
Westin Copley Place	Boston	262-9600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Another Season	Boston	367-0880	M
*Anthony's Pier 4	Boston	423-6363	M-E
Aujourd'hui	Boston	338-4400	M-E
Bay Tower Room	Boston	723-1666	M-E
Bella-Mondo	Boston	236-5800	M-E
Brandywine	Cambridge	354-1234	M
Cafe Budapest	Boston	266-1979	M-E
Cafe Plaza	Boston	267-5300	M-E
Devon-World Trade Center	Boston	439-5800	M-E
*Durgin-Park	Boston	277-2038	M
Grill 23 & Bar	Boston	542-2255	M
Hammersley's Bistro	Boston	267-0668	M
The Hardcover	Danvers	774-1223	M
Jasper	Boston	523-1126	E
*Jimmy's Harborside	Boston	423-1000	M-E
Julien	Boston	451-1900	M-E
*Legal Seafoods at the			
Park Plaza Hotel	Boston	783-8084	M
L'Espalier	Boston	262-3023	E
*Locke-Ober Café	Boston	542-1340	M-E
Lyceum	Salem	745-7665	M
Maison Robert	Boston	227-3370	M-E
Le Marquis de Lafayette	Boston	451-2600	E
Michela's	Cambridge	225-3366	M
New Gazelle	Quincy	328-1600	M
*No Name	Boston	338-7539	M
Panache	Cambridge	492-9500	E
Pillar House	Newton	969-6500	M
Rarities	Cambridge	864-1200	E
Restaurant Santory	Boston	338-2111	M
Ritz-Carlton Dining Room	Boston	536-5700	E
Riverfront	Cambridge	491-3600	M
Rowes Wharf	Boston	439-7000	M-E
Seasons	Boston	523-4119	M-E
Ten Huntington	Boston	424-7429	M

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Union Oyster House	Boston	227-2750	M
White Rainbow	Gloucester	281-0017	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. NE
Time: 15-25 min.
Taxi: \$10.00
Limo: \$5.50

DAILY AUTO RENTAL

Avis: \$33.00
Budget: \$60.00
Dollar: \$49.00
Hertz: \$50.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

BRIDGEPORT-STAMFORD-NORWALK-DANBURY, CONN.**VITAL STATISTICS**

Population: 830,900
Households: 300,000
Median Age: 36.0
Total EBI: \$16,822,724,000
Median Hshld. EBI: \$40,537
Total Retail Sales: \$8,315,406,000
Buying Power Index: 4938
Chamber of Commerce: 335-3800/359-3220/
866-2521/743-5565
Convention & Visitors Bureau: 576-8491/
977-4182/854-7825/743-0546
Telephone Area Code: 203

MEAL & LODGING COSTS

Avg. Daily Lodging: \$130.92
Meals: B-\$5.27
L-\$10.61
D-\$18.28
PER DIEM
Total: \$165.08
Index: 122
TAX RATES
Meals: 7.5%
Lodging: 7.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn Crowne Plaza	Stamford	358-8400	\$104-145
Hyatt Regency Greenwich	Old Greenwich	637-1234	\$114-169
Marriott Bridgeport	Trumbull	378-1400	\$123-169
Marriott Stamford	Stamford	357-9555	\$119-139
Sheraton Hotel & Towers	Stamford	967-2222	\$79-130
Westin Stamford	Stamford	359-1300	\$120-160

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Danbury	Danbury	794-0600	
Holiday Inn Crowne Plaza	Stamford	358-8400	\$69-125
Hyatt Regency-Greenwich	Greenwich	637-1234	
Marriott Stamford	Stamford	357-9555	
Sheraton Hotel & Towers	Stamford	967-2222	\$75-145
Westin Stamford	Stamford	359-1300	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Carrousel	Stamford	357-9555	M
La Grange	Greenwich	869-7500	M-E
Jean-Louis	Greenwich	622-8450	M
Magnificent J's	Stamford	967-2222	M
Swan Court	Stamford	325-1900	M
Tapestries	Greenwich	629-9204	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. S
Time: 12-15 min.
Taxi: \$10.00
Limo: \$10.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$37.00
Dollar: N.A.
Hertz: \$45.00

BUFFALO, N.Y.**VITAL STATISTICS**

Population: 966,100
Households: 360,000
Median Age: 34.7
Total EBI: \$11,281,980,000
Median Hshld. EBI: \$24,112
Total Retail Sales: \$6,110,235,000
Buying Power Index: 3739
Chamber of Commerce: 852-7100
Convention & Visitors Bureau: 852-7100
Telephone Area Code: 716

MEAL & LODGING COSTS

Avg. Daily Lodging: \$87.57
Meals: B-\$8.71
L-\$11.96
D-\$21.16
PER DIEM
Total: \$129.40
Index: 96
TAX RATES
Meals: 8.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Buffalo	Buffalo	845-5100	\$56-96
Holiday Inn-Airport	Cheektowaga	634-6969	\$69-79
Holiday Inn-Gateway	Cheektowaga	896-2900	\$54-71
Hyatt Regency Buffalo	Buffalo	856-1234	\$99-109
Marriott Buffalo	Amherst	689-6900	\$104-114
Ramada Inn-Airport	Buffalo	634-2700	\$66-96
Sheraton Airport	Cheektowaga	681-2400	\$88-125

METRO MARKET PROFILES

BUFFALO (cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Buffalo	Buffalo	845-5100	
Hyatt Regency Buffalo	Buffalo	856-1234	\$55
Marriott Buffalo	Amherst	689-6900	
Ramada Renaissance	Buffalo	634-2300	\$60-80
Sheraton Airport	Cheektowaga	681-2400	\$69-84

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Asa Ransom House	Clarence	759-2315	M
Cloud 9	Amherst	634-8888	M
Coachman's Inn	Clarence	759-6852	M
E.B. Green's	Buffalo	856-1234	M-E
Justine's	Buffalo	845-5100	M
Rue Franklin West	Buffalo	852-4416	M
Salvatore's Italian Gardens	Buffalo	683-7990	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. NE
Time: 20-30 min.
Taxi: \$13.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$42.00
Dollar: \$39.00
Hertz: \$46.00

BURLINGTON, VT.

VITAL STATISTICS

Population: 135,100
Households: 49,700
Median Age: 29.6
Total EBI: \$1,812,087,000
Median Hshld. EBI: \$27,890
Total Retail Sales: \$1,231,230,000
Buying Power Index: 0631
Chamber of Commerce: 863-3489
Convention & Visitors Bureau: 863-3489
Telephone Area Code: 802

MEAL & LODGING COSTS

Avg. Daily Lodging: \$85.58
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 4.0%
Lodging: 6.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-Redwood	South Burlington	862-6421	\$55-80
Holiday Inn	South Burlington	863-6363	\$56-77
Howard Johnson	South Burlington	863-5541	\$60-81
The Lodge at Bolton Valley	Bolton Valley	434-2131	\$70-135
Radisson Hotel	Burlington	658-6500	\$79-134
Sheraton Inn	South Burlington	862-6576	\$75-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Radisson Hotel	Burlington	658-6500	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Deja Vu Cafe	Burlington	864-7917	M
Ice House	Burlington	864-1800	M
Pauline's	Burlington	862-1081	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. E
Time: 15 min.
Taxi: \$4.30
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$42.00
Dollar: \$39.00
Hertz: \$49.00

CHARLESTON, S.C.

VITAL STATISTICS

Population: 513,600
Households: 176,500
Median Age: 28.8
Total EBI: \$4,906,950,000
Median Hshld. EBI: \$20,736
Total Retail Sales: \$3,053,705,000
Buying Power Index: 1774
Chamber of Commerce: 723-7641
Convention & Visitors Bureau: 577-2510
Telephone Area Code: 803

MEAL & LODGING COSTS

Avg. Daily Lodging: \$90.50
Meals: B-\$3.92
L-\$11.01
D-\$21.59
PER DIEM
Total: \$127.02
Index: 94
TAX RATES
Meals: 5.0%
Lodging: 2.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Marriott Charleston	Charleston	747-1900	\$98-108
Mills House	Charleston	577-2400	\$102-130
Ramada Inn	Charleston	744-8281	\$45-60

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Kiawah Island Resort	Kiawah Island	768-2121	\$125-225

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Marriott Charleston	Charleston	747-1900	\$49-92
Omni at Charleston Place	Charleston	722-4900	\$79-170
Seabrook Island			
Conference Resort	Seabrook Island	768-1000	
Sheraton Charleston	Charleston	723-3000	
Wild Dunes Resort & Conference Center	Isle of Palms	886-6000	\$62-281

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Barbadoes Room	Charleston	577-2400	M
Ferrante's	Charleston	723-3614	M
Le Midi	Charleston	577-5571	M
Morton's	Charleston	722-3600	M
Robert's	Charleston	577-7565	E
Supper at Seven	Mount Pleasant	884-7009	M
The Wine Cellar	Charleston	723-9463	E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12 mi. NW
Time: 20 min.
Taxi: \$12.00
Limo: \$7.00

DAILY AUTO RENTAL

Avis: \$35.00
Budget: \$59.00
Dollar: N.A.
Hertz: \$42.00

CHARLOTTE-GASTONIA-ROCK HILL, N.C.-S.C.

VITAL STATISTICS

Population: 1,113,100
Households: 421,100
Median Age: 32.6
Total EBI: \$13,357,970,000
Median Hshld. EBI: \$24,634
Total Retail Sales: \$8,136,005,000
Buying Power Index: 4567
Chamber of Commerce: 377-6911/864-2621
Convention & Visitors Bureau: 800-231-4646/344-2282
Telephone Area Code: 704

MEAL & LODGING COSTS

Avg. Daily Lodging: \$97.22
Meals: B-\$7.73
L-\$10.71
D-\$21.70
PER DIEM
Total: \$137.36
Index: 101
TAX RATES
Meals: 7.5%
Lodging: 5.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Charlotte	372-4100	\$85-125
Guest Quarters	Charlotte	364-2400	\$110-190
Hilton at University Place	Charlotte	547-7444	\$76-100
Holiday Inn-Woodlawn	Charlotte	525-8350	\$53-71
Marriott-Center City	Charlotte	333-9000	\$94-104
Marriott-Executive Park	Charlotte	527-9650	\$104-110
Marriott Courtyard	Charlotte	527-5055	\$60-68
Royce Hotel	Charlotte	527-8000	\$99-109
Sheraton Airport Plaza	Charlotte	392-1200	\$86-106

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Charlotte	372-4100	
Hilton at University Place	Charlotte	547-7444	\$82-104
Holiday Inn-Woodlawn	Charlotte	525-8350	\$55-78
Marriott-City Center	Charlotte	333-9000	\$79-109
Marriott-Executive Park	Charlotte	527-9650	
Radisson Plaza	Charlotte	377-0400	\$68-97
Sheraton Airport Plaza	Charlotte	392-1200	\$75-106

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Jonathan's Uptown	Charlotte	332-3663	M
Lamp Lighter	Charlotte	372-5343	M
Morrocrofts	Charlotte	364-8220	M
Reflections	Charlotte	377-0400	M
La Tache	Charlotte	525-4441	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. W
Time: 10-20 min.
Taxi: \$11.00
Limo: \$4.00

DAILY AUTO RENTAL

Avis: \$35.00
Budget: \$59.00
Dollar: \$38.00
Hertz: \$54.00

CHICAGO, ILL.

VITAL STATISTICS

Population: 6,203,100
Households: 2,303,200
Median Age: 32.9
Total EBI: \$87,161,650,000
Median Hshld. EBI: \$29,103
Total Retail Sales: \$42,741,467,000
Buying Power Index: 2.7058
Chamber of Commerce: 580-6900
Convention & Visitors Bureau: 567-8500

MEAL & LODGING COSTS

Avg. Daily Lodging: \$120.32
Meals: B-\$7.02
L-\$9.08
D-\$24.75
PER DIEM
Total: \$161.17
Index: 119

VITAL STATISTICS

Telephone Area Code: 312

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Compi Hotel	Schaumburg	605-9222	\$95-115
Embassy Suites-O'Hare Airport			
Hilton Inn-Lisle	Rosemont	699-6300	\$132-147
Hilton Inn-Oak Lawn	Lisle	369-0900	\$81-97
Hilton Woodfield	Oak Lawn	425-7800	\$79-99
Holiday Inn	Arlington Heights	394-2000	\$99-140
Holiday Inn-Oak Lawn	Oak Lawn	371-7300	\$62-89
Holiday Inn Crowne Plaza	Oak Lawn	425-7900	\$66-90
Holiday Plaza	Lisle	505-1000	\$88-113
Hyatt Regency Chicago	Matteson	747-3500	\$65-85
Hyatt Regency O'Hare	Chicago	565-1234	\$134-185
Hyatt Regency Woodfield	Rosemont	696-1234	\$109-170
McCormick Center	Woodfield	605-1234	\$125-160
Marriott Chicago	Chicago	791-1900	\$99-155
Marriott Courtyard	Chicago	836-0100	\$168-183
Marriott Courtyard	Arlington Heights	437-3344	\$68-82
Marriott O'Hare	Naperville	961-1500	\$66-76
Marriott Schaumburg	Rosemont	693-4444	\$135-153
Omni Ambassador-East	Schaumburg	240-0100	\$122-139
Palmer House	Chicago	787-7200	\$165-205
Radisson Suites	Chicago	726-7500	\$110-190
Ramada Inn	Downers Grove	971-2000	\$95-110
Ramada O'Hare	Naperville	355-3353	\$70-95
Safitel O'Hare	Rosemont	827-5131	\$85-110
Whitehall	Rosemont	678-4488	\$145-175
	Chicago	944-6300	\$165-225

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Allerton Hotel	Chicago	440-1500	\$78-99
Ambassador West	Chicago	787-7900	\$105-175
Bismarck Hotel	Chicago	236-0123	\$55-69
Blackstone Hotel	Chicago	427-4300	\$89-139
Congress Hotel of Chicago	Chicago	427-3800	
Continental Hotel	Chicago	944-4100	
Drake Chicago Hotel	Chicago	787-2200	\$135-215
Drake Oak Brook Hotel	Oak Brook	574-5700	
Embassy Suites-O'Hare Airport			
Gould Conference Center	Rosemont	699-6300	\$132-152
Hickory Ridge Conference Center	Rolling Meadows	640-4300	\$60-70
Hilton & Towers	Lisle	971-5000	\$135-160
Hilton North Shore	Chicago	922-4400	\$119-230
Hilton O'Hare	Skokie	679-7000	\$69-118
Hilton Woodfield	Rosemont	686-8000	\$100-150
Holiday Inn-City Center	Arlington Heights	394-2000	\$75-115
Holiday Inn-Harvey	Chicago	787-6100	
Holiday Inn-Mart Plaza	Harvey	596-1500	
Holiday Inn-O'Hare	Chicago	836-5000	\$90-108
Holiday Inn-Rolling Meadows	Rosemont	671-6350	
Holiday Inn-Willowbrook	Rolling Meadows	259-5000	
Holiday Inn Crowne Plaza	Willowbrook	325-6400	\$63-81
Holiday Plaza	Lisle	505-1000	\$59-121
Howard Johnson O'Hare Hotel & Conference Center	Matteson	747-3500	
Hyatt Lincolnwood	Schiller Park	671-6000	\$60-80
Hyatt Oak Brook	Lincolnwood	677-1234	\$68-88
Hyatt Regency Chicago	Oak Brook	573-1234	
Hyatt Regency O'Hare	Chicago	565-1234	\$160-210
Hyatt Regency Woodfield	Rosemont	696-1234	\$135-190
Indian Lakes Resort	Woodfield	605-1234	\$108-123
The Knickerbocker	Bloomington	529-0200	
McCormick Center	Chicago	751-8100	\$115-187
Marriott-O'Hare	Chicago	791-1900	\$109-179
Marriott-Oak Brook	Rosemont	693-4444	\$59-152
Marriott-Schaumburg	Oak Brook	573-8555	\$49-137
Marriott Chicago	Schaumburg	240-0100	\$65-120
Midland Hotel	Chicago	836-0100	\$115-215
Nikko Hotel	Chicago	332-1700	
Nordic Hills Resort & Conference Center	Chicago	744-1900	\$165-225
Oak Brook Hills Hotel & Conference Center	Itasca	773-2750	
Omni Orrington	Oak Brook	850-5555	\$85-130
Palmer House	Evanston	866-8700	\$75-145
Quality Inn-Downtown	Chicago	726-7500	
Radisson-Arlington Heights	Chicago	829-5000	\$74-94
Radisson Suite O'Hare	Arlington Heights	364-7600	
Ramada Inn Northbrook	Rosemont	678-4000	\$70-135
Ramada O'Hare	Northbrook	298-2525	
Sheraton Homewood Inn	Rosemont	827-5131	\$65-100
Sheraton International-O'Hare	Homewood	957-1600	\$53-70
Sheraton North Shore Inn	Rosemont	297-1234	\$85-120
Sheraton Plaza	Northbrook	498-6500	
Stouffer Hamilton	Chicago	787-2900	\$112-218
Swiss Grand Hotel	Itasca	773-4000	\$118-168
Westin Chicago	Chicago	565-0565	\$110-160
Westin O'Hare	Chicago	943-7200	
	Rosemont	698-6000	

MEAL & LODGING COSTS

TAX RATES
Meals: 8.0%
Lodging: 10.25%

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Alcove	Matteson	747-3500	M
Ambria	Chicago	472-5959	M-E
*Arnie's	Chicago	266-4800	M
Arun's	Chicago	539-1909	M
Ash Manor	Chicago	248-1600	M
*The Bakery	Chicago	472-6942	M
Benchmark	Rosemont	698-1300	M
Benkey	Chicago	744-1900	M-E
*Berghoff	Chicago	427-3170	M
Biggs	Chicago	787-0900	M
Buckingham's	Chicago	922-4400	M-E
*Cafe La Cave	Des Plaines	827-7818	M
Cafe Provencal	Evanston	475-2233	M
Les Celebrities	Chicago	744-1900	M-E
*Cape Cod Room	Chicago	787-2200	M-E
*Carson's The Place for Ribs	Chicago	280-9200	M
Chardonnay	Chicago	477-5130	M
Charlie Trotter's	Chicago	248-6228	M-E
*Chez Paul	Chicago	944-6680	M
Ciel Bleu	Chicago	951-2864	M-E
*Como Inn	Chicago	421-5222	M
Crickets	Chicago	751-1900	M-E
Eli's, the Place for Steak	Chicago	642-1393	M
Entre Nous	Chicago	565-7997	M
L'Escargot on Halsted	Chicago	525-5522	M-E
Everest Room	Chicago	663-8920	M-E
*Gene & Georgetti	Chicago	527-3718	M
Gordon	Chicago	467-9780	M
Jackie's	Chicago	880-0003	M
Jean Claude	Chicago	525-1800	M
Jimmy's Place	Chicago	539-2999	M
*Lawry's The Prime Rib	Chicago	787-5000	M
Mandar-Inn	Chicago	842-4014	M
*Morton's	Chicago	266-4820	M
*Nick's Fishmarket	Chicago	621-0200	M-E
Ninety-Fifth	Chicago	787-9596	M-E
Le Perroquet	Chicago	944-7990	E
Philander's	Oak Park	848-4250	M
Les Plumes	Chicago	525-0121	M
Portico	Rosemont	827-5131	M
Printer's Row	Chicago	461-0780	M
*The Pump Room	Chicago	266-0360	M
Ritz-Carlton Dining Room	Chicago	227-5866	M-E
Sage's Sages	Arlington Heights	593-6200	M
San Tropez	Chicago	327-1100	M
*Shaw's Crab House	Chicago	527-2722	M
*Spiaggia	Chicago	280-2750	M-E
La Strada	Chicago	565-2200	M
Suntory	Chicago	664-3344	E
Sweet Basil's	Naperville	357-1050	M
Le Titi De Paris	Arlington Heights	506-0222	M
La Tour	Chicago	280-2222	M-E
Tower Garden	Skokie	673-4450	M
Walter's	Park Ridge	825-2240	M
Whitney's	Oak Lawn	425-6600	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: O'Hare-18 mi. NW
Midway-10 mi. SW
Time: O'Hare-45-65 min.
Midway-25-40 min.
Taxi: O'Hare-\$19.50
Midway-\$13.50
Limo: O'Hare-\$9.75
Midway-\$7.50

DAILY AUTO RENTAL

Avis: \$54.00
Budget: \$68.00
Dollar: \$39.00
Hertz: \$56.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

CINCINNATI, OHIO

VITAL STATISTICS

Population: 1,442,700
Households: 547,200
Median Age: 32.3
Total EBI: \$18,008,429,000
Median Hshld. EBI: \$25,388
Total Retail Sales: \$9,968,101,000
Buying Power Index: 5925
Chamber of Commerce: 579-3100
Convention & Visitors Bureau: 800-543-2613/
621-2142
Telephone Area Code: 513 (Ohio); 606 (Kentucky)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$86.74
Meals: B-\$6.47
L-\$11.37
D-\$20.35
PER DIEM
Total: \$124.93
Index: 92
TAX RATES
Meals: 5.5%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Carrusel Inn	Cincinnati	821-5110	\$56-90
Clarion Hotel	Cincinnati	352-2100	\$76-120
Drawbridge Inn	Fort Mitchell, KY	341-2800	\$37-85
Harley Hotel	Cincinnati	793-4300	\$68-86

METRO MARKET PROFILES

CINCINNATI(cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Commonwealth	Fort Mitchell, KY	371-4400	\$58-83
Hilton Inn	Sharonville	563-8330	\$55-110
Hilton Terrace	Cincinnati	381-4000	\$79-159
Holiday Inn-Eastgate	Cincinnati	752-4400	\$59-69
Holiday Inn-North	Cincinnati	771-0700	\$64-82
Hyatt Regency	Cincinnati	579-1234	\$135-160
Marriott Cincinnati	Cincinnati	772-1720	\$94-116
Marriott Courtyard	Blue Ash	733-4334	\$62-70
Omni Netherland Plaza	Cincinnati	421-9100	\$100-160
Quality Hotel Central	Cincinnati	351-6000	\$53-64
Quality Inn-Riverview	Covington, KY	491-1200	\$53-64
Roadway Inn	Cincinnati	825-3129	\$38-65
Sheraton Springdale	Springdale	671-6600	\$68-82
Vernon Manor	Cincinnati	281-3300	\$58-104
Westin Cincinnati	Cincinnati	621-7700	\$109-205

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Carousel Inn	Cincinnati	821-5110	
Clarion Hotel	Cincinnati	352-2100	\$70-110
Drawbridge Inn	Fort Mitchell, KY	341-2800	\$37-80
Hilton Commonwealth	Florence, KY	371-4400	\$63-88
Hilton Inn	Sharonville	563-8330	\$55-110
Holiday Inn-Eastgate	Cincinnati	752-4400	
Hyatt Regency	Cincinnati	579-1234	\$95-184
Kings Island Inn & Conference Center	Mason	241-5800	\$48-105
Marriott Cincinnati	Cincinnati	772-1720	
Omni Netherland Plaza	Cincinnati	421-9100	
Sheraton Springdale	Springdale	671-6600	\$72-96
Westin Cincinnati	Cincinnati	621-7700	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Benjamin's	Cincinnati	621-2225	M
Brandywine Inn	Monroe	539-8911	M
Celestial	Cincinnati	241-4455	M
Chester's Road House	Cincinnati	793-8700	M
Conservatory	Covington, KY	491-6400	M
Delmonico's	Cincinnati	621-7700	M
Grand Finale	Cincinnati	771-5925	M
Heritage Restaurant	Cincinnati	561-9300	M
Iron Horse Inn	Gleisdale	771-2050	M
J's	Cincinnati	871-2888	M
*Maisonette	Cincinnati	721-2260	M
Orchids	Cincinnati	421-9100	M-E
The Palace	Cincinnati	381-6006	M-E
Pigall's	Cincinnati	721-1345	M
Riverview Room	Covington, KY	491-5300	M
Top of the Crown	Cincinnati	352-2160	M
The Waterfront	Covington, KY	581-1414	M
Windjammer	Cincinnati	771-3777	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. SW
Time: 20-30 min.
Taxi: \$20.00
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$43.00
Budget: \$49.00
Dollar: \$36.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

CLEVELAND, OHIO

VITAL STATISTICS

Population: 1,853,900
Households: 723,300
Median Age: 34.3
Total EBI: \$23,343,482,000
Median Hshld. EBI: \$25,214
Total Retail Sales: \$12,990,892,000
Buying Power Index: 7683
Chamber of Commerce: 621-3300
Convention & Visitors Bureau: 800-321-1001/
621-4110
Telephone Area Code: 216

MEAL & LODGING COSTS

Avg. Daily Lodging: \$90.31
Meals: B-\$4.90
L-\$9.35
D-\$23.55
PER DIEM
Total: \$128.11
Index:
TAX RATES
Meals: 7.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
The Clinic Center Hotel	Cleveland	791-1900	\$87-108
Harley Hotel-South	Independence	524-0700	\$72-80
Hilton-South	Independence	447-1300	\$69-131
Holiday Inn-Independence	Independence	524-8050	\$59-97
Holiday Inn-Lakeside	Cleveland	241-5100	\$75-95
Holiday Inn-Richfield	Richfield	659-6151	\$55-79
Honors Hotel	Beachwood	765-1900	\$68-81

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Marriott-Airport	Cleveland	252-5333	\$92-109
Marriott-East	Beachwood	464-5950	\$97-118
Ramada Inn-Southeast	Bedford	439-2500	\$55-60
Sheraton Airport	Cleveland	267-1500	\$79-135
Sheraton Beachwood	Beachwood	831-5150	\$72-92
Stouffer Tower City Plaza	Cleveland	696-5600	\$114-169

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Band Court	Cleveland	771-7600	
Harley Hotel-South	Independence	524-0700	\$60-65
Harley Hotel-West	Middleburg Heights	243-5200	
Hilton-South	Independence	447-1300	\$59-86
Holiday Inn-Airport	Cleveland	267-1700	\$41-52
Holiday Inn-Hopkins Int'l.	Middleburg Heights	243-4040	
Holiday Inn-Independence	Independence	524-8050	
Hollenden House	Cleveland	621-0700	
Marriott-Airport	Cleveland	252-5333	
Marriott-East	Beachwood	464-5950	\$55-80
Sheraton Airport	Cleveland	267-1500	\$69-129
Stouffer Tower City Plaza	Cleveland	696-5600	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chez Voisin	Bedford Heights	831-6626	M-E
Classics	Cleveland	791-1300	M-E
French Connection	Cleveland	696-5600	M
Glass Garden	Westlake	835-5010	M-E
Ristorante Giovanni	Beachwood	831-8625	M-E
Sammy's	Cleveland	523-5560	M
Samurai Japanese Steak House	Beachwood	464-7575	M
Wintergarten	Cleveland	252-5333	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SW
Time: 20-40 min.
Taxi: \$16.00
Limo: \$16.00

DAILY AUTO RENTAL

Avis: \$46.00
Budget: \$53.00
Dollar: \$42.00
Hertz: \$50.00

COLORADO SPRINGS, COLO.

VITAL STATISTICS

Population: 400,000
Households: 149,900
Median Age: 29.5
Total EBI: \$4,439,261,000
Median Hshld. EBI: \$22,453
Total Retail Sales: \$2,573,497,000
Buying Power Index: 1520
Chamber of Commerce: 635-1551
Convention & Visitors Bureau: 800-88VISIT/
635-7506
Telephone Area Code: 719

MEAL & LODGING COSTS

Avg. Daily Lodging: \$81.70
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 7.5%
Lodging: 2.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Raintree Inn	Colorado Springs	597-7000	\$60-75
Embassy Suites	Colorado Springs	599-9100	\$83-116
Hilton Inn	Colorado Springs	598-7656	\$61-97
Red Lion Inn	Colorado Springs	576-8900	\$60-120
Sheraton Inn	Colorado Springs	598-5770	\$60-85

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Antlers Hotel	Colorado Springs	473-5600	
The Broadmoor	Colorado Springs	634-7711	\$80-200
Cheyenne Mountain Inn	Colorado Springs	576-4600	
Clarion Hotel	Colorado Springs	576-5900	\$60-85
Marriott Colorado Springs	Colorado Springs	260-1800	\$49-98
Red Lion Inn	Colorado Springs	576-8900	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*The Broadmoor Dining Room	Colorado Springs	634-7711	M-E
London Grill	Colorado Springs	473-5600	M
Penrose Room	Colorado Springs	634-7711	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SE
Time: 15-20 min.
Taxi: \$9.50
Limo: \$5.50

DAILY AUTO RENTAL

Avis: \$30.00
Budget: \$45.00
Dollar: \$27.00
Hertz: \$35.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

COLUMBIA, S.C.

VITAL STATISTICS

Population: 465,800
Households: 170,100
Median Age: 30.1
Total EBI: \$5,545,524,000
Median Hshld. EBI: \$24,497
Total Retail Sales: \$2,896,195,000
Buying Power Index: .1812
Chamber of Commerce: 733-1110
Convention & Visitors Bureau: 723-7641
Telephone Area Code: 803

MEAL & LODGING COSTS

Avg. Daily Lodging: \$69.42
Meals: B-\$7.01
L-\$9.53
D-\$21.42
PER DIEM
Total: \$107.38
Index: 79
TAX RATES
Meals: 5.0%
Lodging: 2.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-Airport	West Columbia	794-9440	\$49-66
Holiday Inn-Northeast	Columbia	736-3000	\$54-73
Marriott Columbia	Columbia	771-7000	\$89-99
Ramada Inn	Columbia	736-5600	\$52-58
Sheraton Hotel & Convention Center	Columbia	731-0300	\$49-72
The Whitney	Columbia	252-0845	\$70-102

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites	Columbia	252-8700	\$60-84
Marriott Columbia	Columbia	771-7000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Petite Chateau	Columbia	782-7231	M
Pierre's	Columbia	787-7508	M
Vernique's	Columbia	771-7000	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. SW
Time: 10-15 min.
Taxi: \$10.00
Limo: \$5.25

DAILY AUTO RENTAL

Avis: \$40.00
Budget: \$39.00
Dollar: N.A.
Hertz: \$40.00

COLUMBUS, OHIO

VITAL STATISTICS

Population: 1,334,900
Households: 517,100
Median Age: 31.4
Total EBI: \$15,944,059,000
Median Hshld. EBI: \$23,681
Total Retail Sales: \$9,234,114,000
Buying Power Index: 5371
Chamber of Commerce: 327-1566
Convention & Visitors Bureau: 800-821-5784/322-1613
Telephone Area Code: 614

MEAL & LODGING COSTS

Avg. Daily Lodging: \$92.86
Meals: B-\$6.37
L-\$7.34
D-\$20.56
PER DIEM
Total: \$127.13
Index: 94
TAX RATES
Meals: 5.5%
Lodging: 11.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Concourse Airport Hotel	Columbus	237-2515	\$64-86
Embassy Suites	Columbus	890-8600	\$98-113
Great Southern Hotel	Columbus	228-3800	\$71-81
Harley Hotel	Columbus	888-4300	\$61-78
Hilton Inn-East	Columbus	868-1380	\$60-100
Hyatt on Capitol Square	Columbus	228-1234	\$109-155
Hyatt Regency	Columbus	463-1234	\$99-145
Lenox Inn	Columbus	861-7800	\$36-56
Marriott-East	Columbus	861-7220	\$83-96
Marriott-North	Columbus	885-1885	\$105-115
Pickett Suites	Columbus	228-4600	\$114-129
Radisson	Columbus	846-0300	\$74-89
Radisson Airport	Columbus	475-7551	\$75-90
Stouffer Dublin	Dublin	764-2200	\$99-119

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Embassy Suites	Columbus	890-8600	
Hilton East	Columbus	868-1382	
Hilton Inn-North	Columbus	436-0700	\$50-68
Hilton Inn-University	Columbus	267-7461	
Holiday Inn-Columbus Hotel & Conference Center	Columbus	431-1172	
Hyatt on Capitol Square	Columbus	228-1234	
Hyatt Regency	Columbus	463-1234	\$54-150
Marriott-East	Columbus	861-7220	\$49-84
Marriott-North	Columbus	885-1885	
Radisson	Columbus	846-0300	\$55-75

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Gourmet Market	Columbus	486-1114	M-E
Mario's Internationale	Columbus	221-3850	M
Peppercorn Duck Club	Columbus	463-1234	M
The Refectory	Columbus	451-9774	M
Worthington Inn Dining Room	Worthington	885-2600	M
Ziggy's	Columbus	488-0605	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. E
Time: 25 min.
Taxi: \$10.50
Limo: \$5.25

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$40.00
Dollar: \$39.00
Hertz: \$48.00

DALLAS, TEXAS

VITAL STATISTICS

Population: 2,476,200
Households: 934,800
Median Age: 31.0
Total EBI: \$33,436,603,000
Median Hshld. EBI: \$26,963
Total Retail Sales: \$18,838,067,000
Buying Power Index: 1.0901
Chamber of Commerce: 746-6600
Convention & Visitors Bureau: 746-6677
Telephone Area Code: 214; 817 (Denton only)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$108.31
Meals: B-\$6.20
L-\$10.66
D-\$24.69
PER DIEM
Total: \$149.86
Index: 111
TAX RATES
Meals: 8.0%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Aristocrat Hotel	Dallas	741-7700	\$65-150
Bristol Suites	Dallas	233-7600	\$105-250
Colony Parke Hotel	Dallas	750-6060	\$76-96
Doubletree at Campbell Center	Dallas	691-8700	\$87-120
Doubletree at Lincoln Center	Dallas	934-8400	\$105-155
Embassy Suites	Irving	790-0093	\$99-119
Embassy Suites-Love Field	Dallas	357-4500	\$95-115
Harvey Hotel-Addison	Addison	980-8877	\$100-125
Harvey Hotel-Dallas	Dallas	960-7000	\$89-104
Harvey Hotel-DFW Airport	Irving	929-4500	\$110-150
Harvey Hotel-Plano	Plano	578-8555	\$79-104
Hilton-Dallas Parkway	Dallas	661-3600	\$67-117
Hilton-DFW Airport	Grapevine	481-8444	\$89-135
Hilton & Towers-Richardson	Richardson	644-4000	\$74-124
Hilton Inn	Dallas	827-4100	\$69-124
Holiday Inn-Crowne Plaza	Dallas	385-9000	\$49-109
Holiday Inn-DFW Airport South	Irving	399-1010	\$75-101
Hyatt Regency	Dallas	651-1234	\$145-170
Loews Anatole	Dallas	748-1200	\$110-170
Marriott-DFW Airport	Irving	929-8800	\$105-150
Marriott-Market Center	Dallas	748-8551	\$89-110
Marriott-Park Central	Dallas	233-4421	\$89-109
Marriott Quorum	Dallas	661-2800	\$99-125
Omni Melrose	Dallas	521-5151	\$105-130
Park Suite	Dallas	234-3300	\$85-115
Radisson Hotel Stemmons	Dallas	351-4477	\$71-110
The Regent	Dallas	630-7000	\$69-99
Sheraton-Dallas	Dallas	922-8000	\$99-140
Sheraton-Denton	Denton	565-8499	\$52-76
Sheraton Grand-DFW	Irving	929-8400	\$75-125
Sheraton Park Central	Dallas	385-3000	\$90-150
Stonleigh	Dallas	871-7111	\$82-120
Stouffer Dallas	Dallas	631-2222	\$59-139
Summit	Dallas	243-3363	\$69-105
Westin Hotel	Dallas	934-9494	\$125-190

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adolphus Hotel	Dallas	742-8200	
Airport Inn-DFW	Irving	579-8911	
Bristol Suites	Dallas	233-7600	\$95-120
Clarion Hotel	Dallas	630-7000	\$64-94
Crescent Court Hotel	Dallas	871-0303	
Doubletree at Campbell Center	Dallas	691-8700	
Doubletree at Lincoln Center	Dallas	934-8400	\$80-110
Embassy Suites-Airport South	Irving	790-0093	
Executive Inn & Conference Center	Dallas	357-5601	\$54-74
Fairmont Hotel	Dallas	720-2020	
Four Seasons Hotel	Irving	717-0700	
Grand Kempinski	Dallas	386-6000	\$75-105
Harvey Hotel-Addison	Addison	980-8877	\$65-90
Harvey Hotel-Dallas	Dallas	960-7000	\$65-80
Harvey Hotel-DFW Airport	Irving	929-4500	\$75-95
Harvey Hotel-Plano	Plano	578-8555	\$60-85
Hilton-Dallas Parkway	Dallas	661-3600	

METRO MARKET PROFILES

DALLAS(cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-DFW Airport	Grapevine	481-8444	\$148-198
Hilton Hotel-Dallas	Dallas	747-7000	
Hilton Inn	Dallas	827-4100	\$69-109
Holiday Inn-Crowne Plaza	Dallas	385-9000	\$65-90
Holiday Inn-DFW Airport North	Irving	929-8181	\$54-80
Holiday Inn-DFW Airport South	Irving	399-1010	\$60-86
Hyatt Regency	Dallas	651-1234	
Hyatt Regency DFW	Grapevine	453-8400	\$79-119
Loews Anatole	Dallas	748-1200	
Marriott-DFW Airport	Irving	929-8800	\$79-119
Marriott-Park Central	Dallas	233-4421	\$50-100
Marriott Mandalay at Las Colinas	Irving	556-0800	\$90-135
Marriott Quorum	Dallas	661-2800	
Plaza of the Americas Hotel	Dallas	747-7222	
Sheraton-Dallas	Dallas	922-8000	
Sheraton Grand-DFW	Irving	929-8400	\$49-105
Sheraton LBJ Northeast	Dallas	341-5400	\$45-65
Sheraton Mockingbird West	Dallas	634-8850	
Sheraton Park Central	Dallas	385-3000	\$79-105
Stouffer-Market Center	Dallas	631-2222	
Summit	Dallas	243-3363	
Westin Galleria	Dallas	934-9494	\$60-135

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beau Nash	Dallas	871-3240	M
Cafe Royal	Dallas	953-1103	M
Dakota's	Dallas	740-4001	M-E
Enclave	Dallas	363-7487	M
Enjolie	Irving	556-0800	M
L'Entrecote	Dallas	748-1200	M-E
*French Room	Dallas	742-8200	M-E
Huntington Grill	Dallas	851-2882	M
*Mansion on Turtle Creek	Dallas	559-2100	M-E
Mario's	Dallas	521-1135	M
Old Warsaw	Dallas	528-0032	E
Plum Blossom	Dallas	748-1200	M-E
Pyramid Room	Dallas	720-2020	M-E
Riviera	Dallas	351-0094	E
Routh Street Cafe	Dallas	871-7161	E
San Simeon	Dallas	871-7373	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 21 mi. NW
Time: 25-40 min.
Taxi: \$20.00
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$45.00
Dollar: \$31.00
Hertz: \$46.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

DAYTON-SPRINGFIELD, OHIO

VITAL STATISTICS

Population: 940,000
Households: 365,100
Median Age: 32.9
Total EBI: \$11,480,152,000
Median Hshld. EBI: \$24,575
Total Retail Sales: \$5,975,710,000
Buying Power Index: 3728
Chamber of Commerce: 226-1444/325-7621
Convention & Visitors Bureau: 226-8248/325-7621
Telephone Area Code: 513

MEAL & LODGING COSTS

Avg. Daily Lodging: \$95.00
Meals: B-\$5.32
L-\$5.93
D-\$14.85
PER DIEM
Total: \$121.10
Index: 89
TAX RATES
Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Daytonian	Dayton	461-4700	\$60-99
Holiday Inn-Dayton Mall	Miamisburg	434-8030	\$73-90
Holiday Inn-I-675	Fairborn	426-7800	\$74-90
Marriott Dayton	Dayton	223-1000	\$92-108
Pickett Suite Inn	Dayton	436-2400	\$66-150
Stouffer Center Plaza	Dayton	224-0800	\$99-139

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bergamo Center	Dayton	426-2363	\$17-27
Hilton Daytonian	Dayton	461-4700	\$60-99
Holiday Inn-Dayton Mall	Miamisburg	434-8030	
Marriott Dayton	Dayton	223-1000	\$86-108
Radisson Inn	Dayton	278-5711	\$50-65
Ramada Inn-South	Miamisburg	866-6261	\$48-85

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Auberge	Kettering	299-5536	M
Benham's	Dayton	228-7041	M
King Cole	Dayton	222-6771	M
Peerless Mill Inn	Miamisburg	866-5968	M
Top of the Plaza	Dayton	224-0800	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12.5 mi. N
Time: 20-25 min.
Taxi: \$13.50
Limo: \$7.00

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$41.00
Dollar: \$44.00
Hertz: \$49.00

DENVER, COLO.

VITAL STATISTICS

Population: 1,684,500
Households: 671,600
Median Age: 31.4
Total EBI: \$22,765,998,000
Median Hshld. EBI: \$27,791
Total Retail Sales: \$11,641,766,000
Buying Power Index: 7206
Chamber of Commerce: 534-3211
Convention & Visitors Bureau: 892-1112
Telephone Area Code: 303

MEAL & LODGING COSTS

Avg. Daily Lodging: \$104.79
Meals: B-\$6.69
L-\$9.52
D-\$19.91
PER DIEM
Total: \$140.91
Index: 104
TAX RATES
Meals: 7.0%
Lodging: 11.7%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Burnsley Hotel	Denver	830-1000	\$95-135
Clarian-Southeast	Englewood	790-7770	\$54-87
Doubletree Hotel	Aurora	337-2800	\$90-135
Embassy Suites-Airport	Denver	375-0400	\$95-105
Embassy Suites-Downtown	Denver	297-8888	\$99-119
Embassy Suites-Tech Center	Englewood	792-0433	\$89-104
Hilton-South	Denver	779-6161	\$75-102
Hyatt Regency-Tech Center	Denver	779-1234	\$88-130
Marriott-City Center	Denver	297-1300	\$80-140
Marriott-Denver West	Golden	279-9100	\$54-102
Marriott-Southeast	Denver	758-7000	\$112
Sheraton Denver Airport	Denver	333-7711	\$65-115
Sheraton Hotel & Conference Center	Lakewood	987-2000	\$89-99
Sheraton Tech Center	Denver	779-1100	\$82-130
Stouffer Concourse	Denver	399-7500	\$98-155
The Warwick	Denver	861-2000	\$94-134
Westin Tabor Center	Denver	572-9100	\$125-175

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Brown Palace	Denver	297-3111	\$89-99
Doubletree Hotel at Heather Ridge	Aurora	337-2800	\$65-89
Embassy Suites Airport	Denver	375-0400	\$79-85
Executive Tower Inn	Denver	571-0300	\$65-85
Hilton-Denver Airport	Denver	373-5730	
Hilton-Denver South	Englewood	779-6161	\$50-102
Holiday Inn-Downtown	Denver	573-1450	\$55-88
Holiday Inn-I 70	Denver	371-9494	
Holiday Inn-Southeast	Englewood	790-1421	\$49-60
Hyatt Regency-Denver	Denver	295-1200	\$103-140
Hyatt Regency-Tech Center	Denver	779-1234	
Marriott-City Center	Denver	297-1300	\$94-134
Marriott-Denver West	Golden	279-9100	\$45-104
Marriott-Southeast	Denver	758-7000	\$48-116
Radisson Hotel Denver	Denver	893-3333	\$75-100
Radisson Hotel Denver South	Denver	799-6200	\$72-115
Raffles Hotel	Aurora	695-1700	
Regency Hotel	Denver	458-0808	
Registry Hotel	Denver	321-3333	
Scanticon	Denver	740-8300	
Sheraton Hotel & Conference Center	Lakewood	987-2000	\$73-83
Sheraton Tech Center	Denver	779-1100	
Stapleton Plaza Hotel	Denver	321-3500	\$50-86
Stouffer Concourse	Denver	399-7500	
Westin Tabor Center	Denver	572-9100	\$125-175
Writer's Manor	Denver	756-8877	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*The Broker	Denver	292-5065	M
Cafe Giovanni	Denver	825-6555	M
Chaparral	Denver	758-7000	M
Chateau Pyrenees	Denver	770-6660	M
Normandy French Restaurant	Denver	321-3311	M
Palace Arms	Denver	297-3111	M
Rattlesnake Club	Denver	573-8900	M
Tante Louise	Denver	355-4488	M
Wellshire Inn	Denver	759-3333	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. NE
Time: 20-30 min.
Taxi: \$8.50
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$45.00
Dollar: \$39.00
Hertz: \$45.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

DES MOINES, IOWA**VITAL STATISTICS**

Population: 389,100
Households: 157,700
Median Age: 32.2
Total EBI: \$4,988,424,000
Median Hshld. EBI: \$24,465
Total Retail Sales: \$2,834,303,000
Buying Power Index: 1647
Chamber of Commerce: 286-4972
Convention & Visitors Bureau: 286-4960
Telephone Area Code: 515

MEAL & LODGING COSTS

Avg. Daily Lodging: \$68.30
Meals: B-\$5.39
L-\$6.69
D-\$15.39
PER DIEM
Total: \$95.77
Index: 71
TAX RATES
Meals: 4.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adventureland Inn	Des Moines	265-7321	\$45-75
Executive Inn	West Des Moines	225-1144	\$39-57
Fort Des Moines	Des Moines	243-1161	\$74-102
Hilton-Airport	Des Moines	287-2400	\$60-85
Holiday Inn-South	Des Moines	283-1711	\$55-85
Holiday Inn-University Park	West Des Moines	223-1800	\$70-98
Marriott Des Moines	Des Moines	245-5500	\$52-150
Ramada Inn	Des Moines	265-5671	\$32-40
Savery Hotel & Spa	Des Moines	244-2151	\$45-80
Sheraton Inn	Des Moines	278-5575	\$55-67

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Airport	Des Moines	287-2400	
Marriott Des Moines	Des Moines	245-5500	
Ramada-Airport	Des Moines	285-1234	
Savery Hotel & Spa	Des Moines	244-2151	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Guido's	Des Moines	284-1272	M
Metz	Des Moines	246-1656	M
Quenelles	Des Moines	245-5500	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5.5 mi. SW
Time: 10-15 min.
Taxi: \$7.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$40.00
Budget: \$41.00
Dollar: \$35.00
Hertz: \$46.00

DETROIT, MICH.**VITAL STATISTICS**

Population: 4,396,400
Households: 1,625,700
Median Age: 32.2
Total EBI: \$56,788,300,000
Median Hshld. EBI: \$27,580
Total Retail Sales: \$30,775,120,000
Buying Power Index: 1,8451
Chamber of Commerce: 964-4000
Convention & Visitors Bureau: 259-4333
Telephone Area Code: 313

MEAL & LODGING COSTS

Avg. Daily Lodging: \$96.86
Meals: B-\$6.53
L-\$10.17
D-\$22.35
PER DIEM
Total: \$135.91
Index: 100
TAX RATES
Meals: 4.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Berkshire Hotel	Southfield	356-4333	\$90-95
Best Western Greenfield Inn	Allen Park	271-1600	\$55-67
Best Western Van Dyke Park	Warren	939-2860	\$96-140
Days Inn-Metro Airport	Romulus	729-9000	\$59-81
Embassy Suites	Southfield	350-2000	\$122-140
Georgian Inn	Roseville	294-0400	\$53-74
Hilton Inn	Troy	583-9000	\$79-129
Hilton Inn-Airport	Romulus	292-3400	\$94-119
Hilton Inn-Northfield	Troy	879-2100	\$104-147
Hilton Novi	Novi	349-4000	\$98-165
Hilton Southfield	Southfield	557-4800	\$45-95
Holiday Inn-Dearborn	Dearborn	278-4800	\$61-77
Holiday Inn-Fairlane	Detroit	336-3340	\$76-86
Holiday Inn-Farmington	Farmington Hills	477-4000	\$74-90
Holiday Inn-Livonia West	Livonia	464-1300	\$79-90

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-Metro Airport	Romulus	728-2800	\$79-112
Holiday Inn-Southfield	Southfield	353-7700	\$62-90
Holiday Inn-Troy	Troy	689-7500	\$72-89
Hyatt Regency-Dearborn	Dearborn	593-1234	\$125-170
Marriott-Airport	Detroit	941-9400	\$110
Marriott Courtyard	Dearborn	271-1400	\$70-80
Marriott Courtyard-Livonia	Livonia	462-2000	\$69-79
Marriott Courtyard-Southfield	Southfield	358-1222	\$69-79
Marriott Courtyard-Troy	Troy	528-2800	\$69-92
Marriott Courtyard-Warren	Warren	751-5777	\$69-79
Michigan Inn	Southfield	559-6500	\$79-126
Omni International	Detroit	222-7700	\$135-180
Pontchartrain	Detroit	965-0200	\$125-160
Radisson Plaza	Southfield	827-4000	\$120-175
Ramada Inn-Romulus	Romulus	729-6300	\$78-88
Ramada Inn-Southfield	Southfield	355-2929	\$77-87
River Crab Motel	St. Clair	329-2236	\$47-62
Sheraton Oaks	Farmington	348-5000	\$88-98
Somerset Inn	Troy	643-7800	\$103-135
The Sterling	Sterling Heights	979-1400	\$71-95
Westin Renaissance Center	Detroit	568-8000	\$110-190

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Guest Quarters	Troy	879-7500	\$89-139
Hilton-Airport	Romulus	292-3400	
Hilton Inn-Plymouth	Plymouth	459-4500	\$50-100
Hilton Inn	Troy	583-9000	
Hilton Novi	Novi	347-4000	\$55-155
Hilton Southfield	Southfield	557-4800	\$45-95
Holiday Inn-Fairlane	Detroit	336-3340	\$71-79
Holiday Inn-Livonia West	Livonia	464-1300	
Hyatt Regency-Dearborn	Dearborn	593-1234	
Lyon Meadows Conf. Center	New Hudson	486-2400	
Marriott Dearborn Inn	Dearborn	771-2700	\$95-125
Michigan Inn	Southfield	559-6500	\$59-99
Omni International	Detroit	222-7700	\$85-125
Pontchartrain Hotel	Detroit	965-0200	\$80-160
Ramada Inn-Romulus	Romulus	729-6300	\$40-75
Sheraton Oaks	Farmington	348-5000	\$55-80
Westin Renaissance Center	Detroit	568-8000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brasserie Duglass	Detroit	424-9244	M
Caucus Club	Detroit	965-4970	M
Chamberlin	Dearborn	278-6900	M
Chez Raphael	Novi	348-5555	M-E
Golden Mushroom	Southfield	559-4230	M-E
*Joe Muer's	Detroit	567-1088	M
London Chop House	Detroit	962-6735	E
Opus One	Detroit	961-7766	M
Van Dyke Place	Detroit	821-2620	M-E
The Whitney	Detroit	832-5701	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 19 mi. SW
Time: 30-45 min.
Taxi: \$28.00
Limo: \$11.00

DAILY AUTO RENTAL

Avis: \$56.00
Budget: \$60.00
Dollar: \$56.00
Hertz: \$60.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

EL PASO, TEXAS**VITAL STATISTICS**

Population: 579,900
Households: 174,100
Median Age: 27.9
Total EBI: \$4,585,152,000
Median Hshld. EBI: \$18,606
Total Retail Sales: \$2,687,880,000
Buying Power Index: 1708
Chamber of Commerce: 534-0500
Convention & Visitors Bureau: 534-0696
Telephone Area Code: 915; 505 (New Mexico)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$93.00
Meals: B-\$6.28
L-\$10.03
D-\$19.40
PER DIEM
Total: \$128.71
Index: 95
TAX RATES
Meals: 6.25%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	El Paso	779-6222	\$89-109
Hilton-Airport	El Paso	778-4241	\$79-99
Marriott El Paso	El Paso	779-3390	\$83-115
Sheraton Park Place	El Paso	533-8241	\$58-72
Westin Paso Del Norte	El Paso	534-3000	\$78-148

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Airport	El Paso	778-4241	\$65-80
Marriott El Paso	El Paso	779-3300	\$56-115

METRO MARKET PROFILES

EL PASO (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Billy Crews	Santa Teresa, NM	589-2071	M
Dame Grill	El Paso	534-3010	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. E
Time: 15 min.
Taxi: \$14.00
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$45.00
Dollar: \$39.00
Hertz: \$49.00

FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH, FLA.

VITAL STATISTICS

Population: 1,214,300
Households: 526,500
Median Age: 41.0
Total EBI: \$18,729,983,000
Median Hshld. EBI: \$26,836
Total Retail Sales: \$11,186,879,000
Buying Power Index: 6715
Chamber of Commerce: 462-6000/920-3330/
941-2940
Convention & Visitors Bureau: 800-356-1662/
765-4466
Telephone Area Code: 305

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$136.20
Meals: B-\$4.57
L-\$8.76
D-\$18.60
PER DIEM
Total: \$168.13
Index: 124
TAX RATES
Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Beachcomber	Pompano Beach	941-7830	\$62-122
Clarian Bahia Mar Resort & Yachting Center	Fort Lauderdale	754-2233	\$125-185
Diplomat Resort	Hollywood	457-8111	\$135-190
Embassy Suites	Deerfield Beach	426-0478	\$180-230
Embassy Suites North	Fort Lauderdale	772-5400	\$114-154
Embassy Suites South	Fort Lauderdale	527-2700	\$94-164
Hilton Airport	Dania	920-3300	\$95-155
Hilton Deerfield Beach	Deerfield Beach	427-7700	\$109-174
Hilton Hollywood Beach	Hollywood	458-1900	\$104-214
Holiday Inn-Pompano Beach	Pompano Beach	941-7300	\$110-155
Howard Johnson	Fort Lauderdale	776-5660	\$59-129
Island's Inn	Fort Lauderdale	327-4460	\$69-140
Lago Mar	Fort Lauderdale	523-6511	\$115
Marratt Cypress Creek	Fort Lauderdale	771-0440	\$125-151
Marratt Fort Lauderdale	Fort Lauderdale	463-4000	\$150-175
Pier 56 Hotel & Marina	Fort Lauderdale	525-6666	\$160-220
Ramada Inn	Fort Lauderdale	748-7000	\$89
Ramada Inn All Suites	Pompano Beach	943-7001	\$95-140
Riviera Resort	Fort Lauderdale	565-6611	\$105-185
Sheraton Design Center	Dania	920-3500	\$110-170
Sheraton Yankee Clipper	Fort Lauderdale	524-5551	\$99-130
Visitation Yankee Trader	Fort Lauderdale	467-1111	\$99-130
Westin Cypress Creek	Fort Lauderdale	772-1331	\$145-210

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarian Bahia Mar Resort & Yachting Center	Fort Lauderdale	764-2233	
Diplomat Resort	Hollywood	457-8111	
Embassy Suites North	Fort Lauderdale	772-5400	\$85-135
Embassy Suites South	Fort Lauderdale	527-2700	
Hilton Airport	Dania	248-4300	
Hilton Deerfield Beach	Deerfield Beach	427-7700	\$72-114
Hilton Hollywood Beach	Hollywood	458-1900	
Holiday Inn-Plantation	Plantation	472-5600	\$49-100
Holiday Inn West	Fort Lauderdale	739-4000	\$59-85
Inverrary Resort	Fort Lauderdale	485-0500	\$74-183
Marratt Cypress Creek	Fort Lauderdale	771-0440	\$55-104
Marratt Fort Lauderdale	Fort Lauderdale	463-4000	
Marratt Harbor Beach	Fort Lauderdale	525-4000	\$85-220
Palm Aire Hotel	Pompano Beach	972-3300	
Pier 56 Hotel & Marina	Fort Lauderdale	525-6666	
Ramada Inn West	Sunrise	748-7000	\$55-79
Rolling Hills Hotel & Club	Fort Lauderdale	475-0400	\$50-85
Sheraton Bonaventure	Fort Lauderdale	389-3300	
Sheraton Design Center	Dania	920-3500	
Westin Cypress Creek	Fort Lauderdale	772-1331	\$65-120

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Bonne Auberge	Fort Lauderdale	491-5522	M
Brooks	Deerfield Beach	427-9302	M-E
Burn & Jack's	Fort Everglades	522-5225	M-E
Le Cafe de Paris	Fort Lauderdale	467-2900	M
Le Cafe du Beaujolais	Fort Lauderdale	566-1416	M
Casa Vecchia	Fort Lauderdale	463-7575	M
Celebrity Room	Hollywood	457-8111	E
Dante's	Fort Lauderdale	564-6666	M
The Down Under	Fort Lauderdale	563-4123	M-E
La Ferme	Fort Lauderdale	764-0987	M-E

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Fisherman	Fort Lauderdale	566-2002	M
Frankie's	Fort Lauderdale	566-7853	M
French Quarter	Fort Lauderdale	463-8000	M-E
The Left Bank	Fort Lauderdale	462-5376	M
Mai-Kai	Fort Lauderdale	563-3272	M
The Plum Room	Fort Lauderdale	563-4168	M-E
Renaissance	Fort Lauderdale	389-3300	M-E
La Reserve	Fort Lauderdale	563-6644	M
Rinaldo's	Pompano Beach	942-2900	M
Sheffield's	Fort Lauderdale	525-4000	M-E
Windows on the Green	Fort Lauderdale	525-6666	M
Yesterday's	Fort Lauderdale	561-4400	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. S
Time: 10 min.
Taxi: \$20.00
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$38.00
Budget: \$32.00
Dollar: \$26.00
Hertz: \$38.00

FORT WORTH-ARLINGTON, TEXAS

VITAL STATISTICS

Population: 1,277,800
Households: 473,800
Median Age: 31.8
Total EBI: \$15,869,921,000
Median Hshld. EBI: \$26,198
Total Retail Sales: \$8,874,670,000
Buying Power Index: 5248
Chamber of Commerce: 336-2491/275-2613
Convention & Visitors Bureau: 800-433-5747/
336-8791/265-7721
Telephone Area Code: 817

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$97.63
Meals: B-\$5.71
L-\$8.98
D-\$18.76
PER DIEM
Total: \$131.08
Index: 97
TAX RATES
Meals: 7.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Green Oaks Inn & Conference Center	Fort Worth	738-7311	\$60-85
Hilton Arlington	Arlington	640-3322	\$71-130
Hyatt Regency	Fort Worth	870-1234	\$95-145
Radisson Suites	Arlington	640-0440	\$90-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Arlington	Arlington	640-3322	\$68-125
Hilton Fort Worth	Fort Worth	335-7000	
Hyatt Regency	Fort Worth	870-1234	
Sheraton Centre Park	East Arlington	261-8200	\$72-88
Worthington Hotel	Fort Worth	870-1000	\$65-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cacharel	Arlington	640-9581	M
*Cattleman's Steak House	Fort Worth	624-3945	M
Reflections	Fort Worth	870-1000	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 24 mi. NE
Time: 30-40 min.
Taxi: \$22.00
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$42.00
Budget: \$40.00
Dollar: \$31.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

FRESNO, CAL.

VITAL STATISTICS

Population: 613,700
Households: 219,600
Median Age: 31.2
Total EBI: \$7,724,169,000
Median Hshld. EBI: \$25,079
Total Retail Sales: \$3,524,233,000
Buying Power Index: 2400
Chamber of Commerce: 233-4651
Convention & Visitors Bureau: 233-0836
Telephone Area Code: 209

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$68.83
Meals: B-\$7.34
L-\$10.17
D-\$18.44
PER DIEM
Total: \$104.78
Index: 77
TAX RATES
Meals: 6.5%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Fresno	Fresno	485-9000	\$52-74
Holiday Inn-Airport	Fresno	252-3611	\$62-85
The Inn at Harris Ranch	Coalinga	935-0717	\$66-77

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Piccadilly Inn	Fresno	226-3850	\$68-81
Piccadilly Inn-Airport	Fresno	251-6000	\$63-66
Piccadilly Inn-University	Fresno	224-4200	\$62-70

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hacienda Resort & Conference Center	Fresno	486-3000	
Piccadilly Inn-Airport	Fresno	251-6000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Harris Ranch	Fresno	935-0717	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. NE
Time: 15 min.
Taxi: \$13.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$40.00
Dollar: \$38.00
Hertz: \$43.00

GRAND RAPIDS, MICH.**VITAL STATISTICS**

Population: 665,700
Households: 242,700
Median Age: 30.8
Total EBI: \$8,340,942,000
Median Hshld. EBI: \$27,237
Total Retail Sales: \$4,700,521,000
Buying Power Index: 2758
Chamber of Commerce: 459-7221
Convention & Visitors Bureau: 459-8287
Telephone Area Code: 616

MEAL & LODGING COSTS

Avg. Daily Lodging: \$76.61
Meals: B-\$7.34
L-\$10.98
D-\$18.33
PER DIEM
Total: \$113.26
Index: 84
TAX RATES
Meals: 4.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western-Grandvillage	Grandville	532-3222	\$57-120
Best Western-Midway	Grand Rapids	942-2550	\$57-84
Harley Hotel	Grand Rapids	949-8800	\$67-76
Hilton Hotel	Kentwood	957-0100	\$60-81
Holiday Inn	Holland	394-0111	\$60-77
Holiday Inn-East	Kentwood	949-9222	\$55-75
Holiday Inn-North	Grand Rapids	363-9001	\$61-70
Marriott Grand Rapids	Grand Rapids	957-1770	\$76-98
Point West Inn	Holland	335-5894	\$90-115

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amway Grand Plaza	Grand Rapids	774-2000	\$70-132
Harley Hotel	Grand Rapids	949-8800	\$57-71
Marriott Grand Rapids	Grand Rapids	957-1770	\$68-97

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cygnus	Grand Rapids	776-6425	M
Gibson's	Grand Rapids	774-8535	M
1913 Room	Grand Rapids	776-6426	M
Point West	Holland	335-5894	M
Sandpiper	Macatawa	335-5866	M
Spinnaker	Kentwood	957-1111	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SE
Time: 20-25 min.
Taxi: \$11.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$44.00
Dollar: N.A.
Hertz: \$46.00

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.**VITAL STATISTICS**

Population: 932,700
Households: 361,500
Median Age: 33.3
Total EBI: \$11,317,954,000
Median Hshld. EBI: \$23,665
Total Retail Sales: \$6,723,213,000
Buying Power Index: 3828
Chamber of Commerce: 275-8675/725-2361/889-8151
Convention & Visitors Bureau: 274-2282/800-331-7018/725-2361/884-5255
Telephone Area Code: 319

MEAL & LODGING COSTS

Avg. Daily Lodging: \$94.29
Meals: B-\$5.64
L-\$7.94
D-\$16.54
PER DIEM
Total: \$124.41
Index: 92
TAX RATES
Meals: 5.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton-Airport	Greensboro	299-7650	\$50-86
Holiday Inn-Four Seasons	Greensboro	292-9161	\$53-70
Hyatt Winston-Salem	Winston-Salem	725-1234	\$109-129
Marriott-Airport	Greensboro	852-6450	\$89-101
Mayfair Suites	Greensboro	292-9821	\$77-122
Sheraton Greensboro	Greensboro	379-8000	\$78-98
Stouffer Winston Plaza	Winston-Salem	725-3500	\$109-149

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Graylyn Conference Center	Winston-Salem	727-1900	
Holiday Inn-Four Seasons	Greensboro	292-9161	\$55-68
Hyatt Winston-Salem	Winston-Salem	725-1234	\$70-110
Marriott-Airport	Greensboro	852-6450	\$66-93
Radisson Hotel	High Point	889-8888	\$55-80
Ramada Inn	Winston-Salem	723-7911	\$48-79
Sheraton Greensboro	Greensboro	379-8000	\$63-93
Stouffer Winston Plaza	Winston-Salem	725-3500	\$49-164

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Chaudiere	Winston-Salem	748-0269	M
Giovanni's	Greensboro	855-8000	M
The Quill	Winston-Salem	725-3500	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. W
Time: 10-20 min.
Taxi: \$16.00
Limo: \$9.50

DAILY AUTO RENTAL

Avis: \$35.00
Budget: \$35.00
Dollar: \$45.00
Hertz: \$35.00

GREENVILLE-SPARTANBURG, S.C.**VITAL STATISTICS**

Population: 625,400
Households: 236,900
Median Age: 32.4
Total EBI: \$6,461,193,000
Median Hshld. EBI: \$21,056
Total Retail Sales: \$4,144,892,000
Buying Power Index: 2319
Chamber of Commerce: 242-1050/585-8722
Convention & Visitors Bureau: 233-0461/585-8722
Telephone Area Code: 803

MEAL & LODGING COSTS

Avg. Daily Lodging: \$76.00
Meals: B-\$7.34
L-\$10.54
D-\$24.53
PER DIEM
Total: \$118.41
Index: 87
TAX RATES
Meals: 5.0%
Lodging: 2.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Greenville	Greenville	232-4747	\$65-120
Holiday Inn	Spartanburg	576-5220	\$47-65
Holiday Inn-Haywood	Greenville	297-6300	\$69-79
Hyatt Regency	Greenville	235-1234	\$95-115
Ramada Inn	Spartanburg	578-7170	\$42-63

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hyatt Regency	Greenville	235-1234	
Marriott-Airport	Greenville	297-0300	\$59-86

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Seven Oaks	Greenville	232-1895	M
Stax's Peppermill	Greenville	288-9320	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. NE
Time: 15 min.
Taxi: \$15.00
Limo: \$14.00

DAILY AUTO RENTAL

Avis: \$35.00
Budget: \$36.00
Dollar: N.A.
Hertz: \$47.00

HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL, CONN.**VITAL STATISTICS**

Population: 1,117,400
Households: 416,900
Median Age: 34.2
Total EBI: \$17,914,122,000
Median Hshld. EBI: \$34,135
Total Retail Sales: \$9,342,838,000
Buying Power Index: 5538
Chamber of Commerce: 527-9258/229-1665/347-6924/589-4111
Convention & Visitors Bureau: 728-6789
Telephone Area Code: 203

MEAL & LODGING COSTS

Avg. Daily Lodging: \$121.40
Meals: B-\$6.03
L-\$8.86
D-\$23.66
PER DIEM
Total: \$159.95
Index: 118
TAX RATES
Meals: 7.5%
Lodging: 7.5%

METRO MARKET PROFILES

HARTFORD (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Parkview	Hartford	249-5611	\$89-164
Marriott-Farmington	Farmington	678-1000	\$120-132
Sheraton Hartford	Hartford	728-5151	\$105-164
Summit	Hartford	278-2000	\$80-123
Treadway Hotel	Cromwell	635-2000	\$105-132

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Harley Hotel	Enfield	741-2211	\$65-105
Hilton Parkview	Hartford	249-5611	
Holiday Inn-Downtown	Hartford	549-2400	
Howard Johnson	Windsor Locks	623-9811	\$68-78
Marriott Farmington	Farmington	678-1000	
Ramada Inn	East Hartford	528-9703	\$69-97
Sheraton Bradley Airport	Windsor Locks	627-5311	
Sheraton Hartford	Hartford	728-5151	\$75-109
Treadway Hotel	Cromwell	635-2000	\$65-105

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Blacksmith's Tavern	Glastonbury	659-0366	M
Carbone's Ristorante	Hartford	249-9646	M
Cavey's French Restaurant	Manchester	643-2751	M-E
Championian	Farmington	678-1000	M
Gaetano's	Hartford	249-1629	M
Terrace on the Park	Hartford	249-5611	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. N
Time: 15-25 min.
Taxi: \$21.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$64.00
Budget: \$41.00
Dollar: \$43.00
Hertz: \$45.00

HOUSTON, TEXAS

VITAL STATISTICS

Population: 3,197,100
Households: 1,176,600
Median Age: 30.0
Total EBI: \$39,657,436,000
Median Hshld. EBI: \$26,279
Total Retail Sales: \$23,194,911,000
Buying Power Index: 1,3299
Chamber of Commerce: 651-1313
Convention & Visitors Bureau: 523-5050
Telephone Area Code: 713

MEAL & LODGING COSTS

Avg. Daily Lodging: \$103.52
Meals: B-\$7.94
L-\$11.05
D-\$18.66
PER DIEM
Total: \$141.17
Index: 104
TAX RATES
Meals: 8.0%
Lodging: 14.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Houston	978-7400	\$85-114
Allen Park Inn	Houston	521-9321	\$56-71
Doubletree Hotel	Houston	442-8000	\$92-109
Doubletree-Allen Center	Houston	759-0202	\$95-130
Doubletree-Post Oak	Houston	961-9300	\$79-129
Guest Quarters-Galleria West	Houston	961-9000	\$110-130
Hilton Nassau Bay	Houston	333-9300	\$59-119
Hilton Westchase	Houston	974-1000	\$60-90
Holiday Inn-Hobby Airport	Houston	943-7979	\$70-100
Holiday Inn-Houston West	Houston	558-5580	\$69-89
Houstonian	Houston	680-2626	\$116-141
Hyatt Regency	Houston	654-1234	\$110-160
Hyatt Regency West	Houston	558-1234	\$85-124
Marriott Airport	Houston	443-2310	\$98-108
Marriott Astrodome	Houston	797-9000	\$95-105
Marriott Galleria	Houston	960-0111	\$55-120
Marriott Medical Center	Houston	796-0080	\$89-115
Sofitel	Houston	445-9000	\$90-112
Stauffer Greenway Plaza	Houston	629-1200	\$99-129
Warwick	Houston	526-1991	\$90-110
Westin Galleria & Westin Oaks	Houston	960-8100	\$130-240
Wyndham at Travis Center	Houston	524-6633	\$59-110
Wyndham Greenspoint	Houston	875-2222	\$87-129

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Houston	978-7400	\$85-114
Astro Village Hotel Complex	Houston	748-3221	\$71-91
Doubletree Hotel	Houston	442-8000	\$55-65
Doubletree-Post Oak	Houston	961-9300	
Four Seasons-Houston Center	Houston	650-1300	\$85-105
Hilton Hobby Airport	Houston	645-3000	\$50-82
Hilton Inn Airport	Houston	931-0101	
Hilton Nassau Bay	Houston	333-9300	\$79-119
Hilton Westchase	Houston	974-1000	\$48-71
Holiday Inn Crowne Plaza-Galleria	Houston	961-7272	\$65-91

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Houstonian	Houston	680-2626	\$110-140
Hyatt Regency	Houston	654-1234	
Hyatt Regency West	Houston	558-1234	
Inn on the Park	Houston	268-6282	
Kings Inn Hotel	Houston	488-0220	
Marriott Airport	Houston	443-2310	\$55-118
Marriott Astrodome	Houston	797-9000	\$55-105
Marriott Brookhollow	Houston	668-0100	
Marriott Galleria	Houston	960-0111	\$69-119
Marriott Greenspoint	Houston	875-4000	\$64-94
Marriott Medical Center	Houston	796-0080	\$55-95
Ramada Southwest	Houston	771-0641	\$44-49
Sheraton Crown Hotel	Houston	442-5100	\$55-85
Sheraton Houston	Houston	651-9041	
Sofitel	Houston	445-9000	\$90-112
Stauffer Greenway Plaza	Houston	629-1200	\$69-129
Westin Galleria & Westin Oaks	Houston	960-8100	\$75-150
The Whitehall	Houston	659-5000	
Wyndham Greenspoint	Houston	875-2222	\$69-99

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anthony's	Houston	524-1922	M
Brennan's	Houston	522-9711	M
Cafe Annie	Houston	780-1522	M
Charley's	Houston	960-9711	M
Charley's 517	Houston	224-4438	M
La Colombe D'or	Houston	524-7999	M
Les Continents	Houston	961-1500	M
Confederate House	Houston	622-1936	M
Delmonico's	Houston	960-8260	M
DeVile	Houston	650-1300	M-E
Glass Menagerie	Houston	367-1000	M-E
Great Caruso	Houston	780-4900	M-E
The Hunt Room	Houston	526-1991	M
Lancaster Grille	Houston	228-9502	M
Maxim's	Houston	877-8899	M
Newport's	Houston	759-6042	M
Rao's	Houston	524-5551	M
Remington	Houston	840-7621	M
La Reserve	Houston	871-8181	E
Rivoli	Houston	789-1900	M
Rotisserie for Beef and Bird	Houston	977-9524	M
Rudi's	Houston	622-4100	M-E
Tony's	Houston	622-6778	M-E
La Taur D'Argent	Houston	864-9864	M
Uncle Tai's Hunan Yuan	Houston	960-8000	M
Vargo's	Houston	782-3888	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 22 mi. N
Time: 30-50 min.
Taxi: \$24.00
Limo: \$7.70

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$40.00
Dollar: \$42.00
Hertz: \$46.00

INDIANAPOLIS, IND.

VITAL STATISTICS

Population: 1,243,400
Households: 466,300
Median Age: 32.1
Total EBI: \$15,123,770,000
Median Hshld. EBI: \$25,690
Total Retail Sales: \$9,051,225,000
Buying Power Index: 5128
Chamber of Commerce: 267-2900
Convention & Visitors Bureau: 639-4282
Telephone Area Code: 317

MEAL & LODGING COSTS

Avg. Daily Lodging: \$94.580
Meals: B-\$5.93
L-\$7.07
D-\$12.62
PER DIEM
Total: \$120.20
Index: 89
TAX RATES
Meals: 6.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Indianapolis	248-2481	\$93-130
Embassy Suites	Indianapolis	236-1800	\$94-119
Embassy Suites-North	Indianapolis	872-7700	\$89-99
Hilton-Airport	Indianapolis	244-3361	\$60-112
Hilton at the Circle	Indianapolis	635-2000	\$90-130
Holiday Inn-Airport	Indianapolis	244-6861	\$78-104
Holiday Inn-North	Indianapolis	872-9790	\$69-80
Hyatt Regency	Indianapolis	632-1234	\$116-141
Marriott Inn	Indianapolis	352-1231	\$100-110
Pickett Suites	Carmel	844-7994	\$73-113
Radisson Plaza	Indianapolis	846-2700	\$69-109
Sheraton Meridian	Indianapolis	924-1241	\$74-89
Sheraton Northeast	Indianapolis	897-4000	\$46-72

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Indianapolis	248-2481	\$59-110
Hilton-Airport	Indianapolis	244-3361	\$58-90
Hilton at the Circle	Indianapolis	635-2000	
Holiday Inn-Airport	Indianapolis	244-6861	
Hyatt Regency	Indianapolis	632-1234	\$85-105
Marriott Inn	Indianapolis	352-1231	
Radisson Plaza	Indianapolis	846-2700	\$65-95
Sheraton Marten House	Indianapolis	872-4111	
Sheraton Meridian	Indianapolis	924-1241	\$60-90
Westin Hotel	Indianapolis	262-8100	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beaulieu	Indianapolis	634-3000	M
Chanteclair	Indianapolis	243-1040	M-E
Chateau Normandy	Indianapolis	849-3970	M
Chez Jean Restaurant Francais	Indianapolis	831-0870	M
Glass Chimney	Carmel	844-0921	M-E
Jonathan's Restaurant & Pub	Indianapolis	844-1155	M
King Cole	Indianapolis	638-5588	M
The Marker	Indianapolis	248-2481	M
*St. Elmo's Steak House	Indianapolis	637-1811	
La Tour	Indianapolis	635-3535	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SW
Time: 15 min.
Taxi: \$11.00
Limo: \$7.25

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$40.00
Dollar: \$34.00
Hertz: \$43.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

JACKSONVILLE, FLA.

VITAL STATISTICS

Population: 918,000
Households: 348,800
Median Age: 31.9
Total EBI: \$11,084,802,000
Median Hshld. EBI: \$24,320
Total Retail Sales: \$5,981,874,000
Buying Power Index: 3644
Chamber of Commerce: 353-0300
Convention & Visitors Bureau: 353-9736
Telephone Area Code: 904

MEAL & LODGING COSTS

Avg. Daily Lodging: \$80.00
Meals: B-\$5.00
L-\$8.76
D-\$17.57
PER DIEM
Total: \$111.33
Index: 82
TAX RATES
Meals: 5.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-Baymeadows	Jacksonville	737-1700	\$63-74
Holiday Inn-East	Jacksonville	724-3410	\$48-58
Holiday Inn-Oceanfront	Jacksonville Beach	249-9071	\$72-100
Holiday Inn-Orange Park	Orange Park	264-9513	\$55-65
The Inn at Baymeadows	Jacksonville	739-0739	\$59-75
Jacksonville Hotel	Jacksonville	398-8800	\$93-114
Omni Jacksonville	Jacksonville	355-6664	\$95-137
Park Suites	Jacksonville	731-3555	\$85-105
Ramada Inn-Mandarin	Jacksonville	268-8080	\$47-54
Sheraton at St. John's Place	Jacksonville	396-5100	\$87-114

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Airport	Jacksonville	757-1741	
Holiday Inn-Airport	Jacksonville	757-3110	\$46-54
Jacksonville Hotel	Jacksonville	398-8800	
Marriott at Sawgrass	Ponte Vedra Beach	285-7777	\$90-285
Marriott Jacksonville	Jacksonville	739-5800	\$72-85
Omni Jacksonville	Jacksonville	355-6664	
Ponte Vedra Inn & Club	Ponte Vedra Beach	285-6911	\$85-145
Sawgrass Resort	Ponte Vedra Beach	286-2261	\$100-265
Sheraton at St. John's Place	Jacksonville	396-5100	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Admiralty	Jacksonville	396-5100	M
The Augustine Room	Ponte Vedra Beach	285-7777	E
Gabriels	Jacksonville	737-1700	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 17 mi. N
Time: 30-40 min.
Taxi: \$19.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$37.00
Budget: \$32.00
Dollar: \$32.00
Hertz: \$42.00

KANSAS CITY, MO.-KANS.

VITAL STATISTICS

Population: 1,567,600
Households: 598,500
Median Age: 32.8
Total EBI: \$21,106,331,000
Median Hshld. EBI: \$27,571
Total Retail Sales: \$11,420,454,000
Buying Power Index: 6798
Chamber of Commerce: 816-221-2424
Convention & Visitors Bureau: 816-221-5242
Telephone Area Code: 816 (Missouri); 913 (Kansas)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$93.77
Meals: B-\$5.00
L-\$9.30
D-\$18.17
PER DIEM
Total: \$126.24
Index: 93
TAX RATES
Meals: 7.0%
Lodging: 9.725%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Kansas City, MO	737-0200	\$64-115
Doubletree-Overland Park	Overland Park, KS	451-6100	\$105-132
Embassy Suites	Kansas City, KS	649-7060	\$96-108
Hilton Airport Plaza	Kansas City, MO	891-8900	\$74-115
Hilton Plaza	Kansas City, MO	753-7400	\$79-122
Holiday Inn-Lenexa Holiday	Lenexa, KS	888-6670	\$65-81
Holiday Inn-Olathe	Olathe, KS	829-4000	\$49-70
Hyatt Regency-Crown Center	Kansas City, MO	421-1234	\$108-175
Marriott Airport	Kansas City, MO	464-2200	\$49-130
Marriott Plaza	Kansas City, MO	531-3000	\$134-154
Park Place	Kansas City, MO	483-9900	\$59-69
Ramada Inn	Leavenworth	651-5500	\$39-52
Raphael	Kansas City, MO	756-3800	\$82-112

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark	Kansas City, MO	737-0200	
Alameda Plaza Hotel	Kansas City, MO	756-1500	\$96-128
Allis Plaza Hotel	Kansas City, MO	421-6800	
Doubletree-Overland Park	Overland Park, KS	451-6100	
Embassy Suites	Kansas City, MO	756-1720	\$84-106
Gateway Gardens	Kansas City, KS	621-3085	
Hilton Airport Plaza	Kansas City, MO	891-8900	\$70-108
Hilton Plaza	Kansas City, MO	753-7400	\$79-127
Hyatt Regency-Crown Center	Kansas City, MO	421-1234	
Marriott Airport	Kansas City, MO	464-2200	\$49-120
Marriott Overland Park	Overland Park, KS	451-8000	
Park Place	Kansas City, MO	483-9900	\$62-115
Sheraton-Inf'l. Airport	Kansas City, MO	741-9500	\$84-104
Westin Crown Center	Kansas City, MO	474-4400	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alameda Roof	Kansas City, MO	756-1500	M
The American Restaurant	Kansas City, MO	471-8050	M
La Bonne Auberge	Kansas City, MO	474-7025	M
*Bristol Bar & Grill	Kansas City, MO	756-0606	M
Cafe Allegro	Kansas City, MO	561-3663	M
Dinner Horn Country Inn	Kansas City, MO	436-8700	M
Jasper's	Kansas City, MO	363-3003	M
King's Wharf	Kansas City, MO	464-2200	M
La Mediterranee	Kansas City, MO	561-2916	M-E
Peppercorn Duck Club	Kansas City, MO	421-1234	M
Raphael	Kansas City, MO	756-3800	M
Remington's	Kansas City, MO	737-0200	M
Stephenson's Apple Farm	Kansas City, MO	373-5400	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 18 mi. NW
Time: 35-50 min.
Taxi: \$21.90
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$36.00
Budget: \$41.00
Dollar: \$37.00
Hertz: \$42.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

KNOXVILLE, TENN.

VITAL STATISTICS

Population: 605,700
Households: 237,300
Median Age: 33.4
Total EBI: \$6,686,223,000
Median Hshld. EBI: \$20,914
Total Retail Sales: \$4,684,502,000
Buying Power Index: 2436
Chamber of Commerce: 637-4550
Convention & Visitors Bureau: 523-2316
Telephone Area Code: 615

MEAL & LODGING COSTS

Avg. Daily Lodging: \$69.75
Meals: B-\$7.07
L-\$10.47
D-\$23.68
PER DIEM
Total: \$110.97
Index: 82
TAX RATES
Meals: 7.75%
Lodging: 7.75%

METRO MARKET PROFILES

KNOXVILLE(cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton-Knoxville Airport	Alcoa	970-4300	\$59-89
Holiday Inn-Cedar Bluff	Knoxville	693-1011	\$57-77
Holiday Inn-West	Knoxville	584-3911	\$48-68
Holiday Inn-World's Fair	Knoxville	522-2800	\$59-94
Hyatt Regency	Knoxville	637-1234	\$81-93
Quality Inn-West	Knoxville	693-8111	\$47-65

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Knoxville Airport	Alcoa	970-4300	\$55-89
Hilton Inn	Knoxville	523-2300	\$55-100
Holiday Inn-World's Fair	Knoxville	522-2800	
Hyatt Regency	Knoxville	637-1234	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Half Shell House	Knoxville	588-6431	M
The Orangery	Knoxville	588-2964	M
Regas	Knoxville	637-9805	M
Richard's	Knoxville	584-1323	M-E
Volador	Knoxville	637-1234	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 12 mi. S
Time: 20 min.
Taxi: \$14.00
Limo: \$10.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$45.00
Dollar: N.A.
Hertz: \$47.00

LAS VEGAS, NEV.

VITAL STATISTICS

Population: 642,000
Households: 261,700
Median Age: 32.3
Total EBI: \$9,316,975,000
Median Hshld. EBI: \$25,781
Total Retail Sales: \$4,784,603,000
Buying Power Index: 2751
Chamber of Commerce: 457-4664
Convention & Visitors Bureau: 733-2323
Telephone Area Code: 702

MEAL & LODGING COSTS

Avg. Daily Lodging: \$77.31
Meals: B-\$4.73
L-\$9.63
D-\$17.08
PER DIEM
Total: \$108.75
Index: 80
TAX RATES
Meals: 6.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Aladdin Hotel & Casino	Las Vegas	736-0111	\$60-95
Alexis Park Resort	Las Vegas	796-3300	\$99
Bally's Las Vegas	Las Vegas	739-4111	\$79-150
Best Western Mardi Gras Inn	Las Vegas	731-2020	\$50-62
Four Queens	Las Vegas	385-4011	\$47-55
Hilton	Las Vegas	732-5111	\$65-125
Hilton Flamingo	Las Vegas	733-3111	\$60-114
Holiday Inn	Las Vegas	369-5000	\$59-79
Mint Casino Hotel	Las Vegas	387-6468	\$45-64
Riviera	Las Vegas	734-5110	\$59-95
Sahara	Las Vegas	737-2111	\$55-95
Showboat	Las Vegas	385-9123	\$45-80
Tropicana	Las Vegas	739-2222	\$59-115

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Aladdin Hotel & Casino	Las Vegas	736-0111	\$55-110
Alexis Park Resort	Las Vegas	796-3300	
Bally's Las Vegas	Las Vegas	739-4111	
Caesars Palace	Las Vegas	731-7110	\$85-125
Frontier Hotel & Casino	Las Vegas	734-0110	
Golden Nugget	Las Vegas	385-7111	
Hacienda Resort Hotel	Las Vegas	739-8911	\$40-60
Hilton	Las Vegas	732-5111	\$60-120
Hilton Flamingo	Las Vegas	733-3111	\$62-112
Imperial Palace	Las Vegas	731-3311	\$45-125
Riviera	Las Vegas	734-5110	
Sahara	Las Vegas	737-2111	\$45-105
Sands	Las Vegas	733-5000	\$60-125
Showboat	Las Vegas	385-9123	\$32-40
Tropicana	Las Vegas	739-2222	\$55-85
Union Plaza Hotel & Casino	Las Vegas	386-2110	\$32-42

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Andre's	Las Vegas	385-5016	M
Bacchanal	Las Vegas	734-7110	E
Barrymore's	Las Vegas	739-4111	M-E
Chin's	Las Vegas	733-8899	M
Elaine's	Las Vegas	385-7111	M
Georges La Forge	Las Vegas	733-2066	M
Pamplermousse	Las Vegas		

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Gigi	Las Vegas	739-4111	M-E
Golden Steer Steak House	Las Vegas	384-4470	M
House of Lords	Las Vegas	737-2111	M-E
Hugo's Cellar	Las Vegas	385-4011	M-E
Le Montrachet	Las Vegas	732-5111	M-E
Palace Court	Las Vegas	734-7110	M-E
Pegasus	Las Vegas	796-3300	E
Portofino	Las Vegas	733-4444	M-E
Regency Room	Las Vegas	733-5000	M-E
Rhapsody	Las Vegas	739-2222	M
Skye Room	Las Vegas	385-7440	M-E
Stefano's	Las Vegas	385-7111	M
Tillerman	Las Vegas	731-4036	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. S
Time: 35-45 min.
Taxi: \$17.00
Limo: \$4.25

DAILY AUTO RENTAL

Avis: \$35.00
Budget: \$37.00
Dollar: \$39.00
Hertz: \$42.00

LITTLE ROCK-NORTH LITTLE ROCK, ARK.

VITAL STATISTICS

Population: 521,800
Households: 192,300
Median Age: 31.4
Total EBI: \$5,916,218,000
Median Hshld. EBI: \$22,647
Total Retail Sales: \$3,477,962,000
Buying Power Index: 2021
Chamber of Commerce: 374-4871/374-3600
Convention & Visitors Bureau: 376-4781
Telephone Area Code: 501

MEAL & LODGING COSTS

Avg. Daily Lodging: \$72.50
Meals: B-\$4.90
L-\$6.64
D-\$15.61
PER DIEM
Total: \$99.65
Index: 74
TAX RATES
Meals: 7.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Capital Hotel	Little Rock	374-7474	\$79-113
Excelsior Hotel	Little Rock	375-5000	\$74-99
Hilton Inn	Little Rock	664-5020	\$60-85
Hilton Riverfront	North Little Rock	371-9000	\$53-73
Holiday Inn	North Little Rock	758-1440	\$45-75
Holiday Inn-West	Little Rock	223-3000	\$54-60

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Excelsior Hotel	Little Rock	375-5000	\$66-92
Hilton Inn	Little Rock	664-5020	\$45-50
Hilton Riverfront	North Little Rock	371-9000	\$52-80

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Ashley's	Little Rock	374-7474	M
Josephine's	Little Rock	375-5000	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3.5 mi. SE
Time: 10-15 min.
Taxi: \$7.50
Limo: \$15.00

DAILY AUTO RENTAL

Avis: \$56.00
Budget: \$40.00
Dollar: \$62.00
Hertz: \$44.00

LOS ANGELES-LONG BEACH, CAL.

VITAL STATISTICS

Population: 8,704,700
Households: 3,162,100
Median Age: 32.4
Total EBI: \$129,522,222,000
Median Hshld. EBI: \$29,561
Total Retail Sales: \$59,291,182,000
Buying Power Index: 3.9019
Chamber of Commerce: 629-0602/436-1251
Convention & Visitors Bureau: 624-7300/436-3645
Telephone Area Code: 213 (Beverly Hills/Century City/Culver City/El Segundo/Hollywood/Inglewood/Long Beach/Los Angeles/Manhattan Beach/Marina Del Rey/Redondo Beach/Santa Monica/Torrance/West Hollywood/Westwood Village/Whittier); 818 (Arcadia/Burbank/City of Industry/Covina/Monrovia/Pasadena/Sherman Oaks/Universal City/Van Nuys/Westlake Village/Woodland Hills); 714 (Pomona)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$130.16
Meals: B-\$8.22
L-\$12.62
D-\$26.92
PER DIEM
Total: \$177.92
Index: 131
TAX RATES
Meals: 6.5%
Lodging: 11.0%

METRO MARKET PROFILES

LOS ANGELES(cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Airtel Plaza Hotel	Van Nuys	997-7676	\$89-129
Barnaby's	Manhattan Beach	545-8466	\$88-108
Best Western Inn	Sunset Beach	840-2431	\$87-99
Beverly Hills Hotel	Beverly Hills	276-2951	\$150-265
Beverly Plaza	Los Angeles	658-6600	\$98-146
Desert Inn	Lancaster	942-8401	\$52-62
Embassy Suites-Arcadia	Arcadia	445-8525	\$94-119
Golden Sails Hotel	Long Beach	596-1631	\$71-110
Hilton Burbank Airport	Burbank	843-6000	\$82-124
Hilton Pasadena	Pasadena	577-1000	\$93-147
Hilton University	Los Angeles	748-4141	\$80-140
Hilton Whittier	Whittier	945-8511	\$85-115
Holiday Inn-Monrovia	Monrovia	357-1900	\$59-116
Holiday Inn-Pasadena	Pasadena	449-4000	\$67-101
Holiday Inn Crowne Plaza-LAX	Inglewood	642-7500	\$105-135
Marina International	Marina Del Ray	301-2000	\$105-148
Marriott Airport	Inglewood	641-5700	\$130-150
Marriott Long Beach Airport	Long Beach	425-5210	\$123-133
Marriott Marina Del Rey	Marina Del Rey	822-8555	\$123-143
Marriott Torrance	Torrance	316-3636	\$123-165
Marriott Warner Center	Woodland Hills	887-4800	\$69-142
Mandrian Suite Hotel	Los Angeles	650-8999	\$160-350
Radisson Plaza	Manhattan Beach	546-7511	\$95-180
Ramada Renaissance	Long Beach	437-5900	\$105-150
The Registry	Universal City	506-2500	\$165-190
Roosevelt Hotel	Hollywood	466-7000	\$100-500
Sheraton Grande	Los Angeles	617-1133	\$155-205
Sheraton Industry Hills Resort	West Covina	965-0861	\$85-115
Sheraton Miramar	Santa Monica	394-3731	\$125-170
Sheraton Plaza La Reina	Inglewood	642-1111	\$85-148
Sheraton Redondo Beach	Redondo Beach	318-8888	\$96-169
Sheraton Universal	Universal City	980-1212	\$90-155
Shilo Inn	Pomona	598-0073	\$79-94
Stouffer Concourse	Inglewood	216-5858	\$125-145
Westin Bonaventure	Los Angeles	624-1000	\$120-185

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Airtel Plaza Hotel	Van Nuys	997-7676	\$35-109
Amfac Hotel-L.A. Airport	Inglewood	670-8111	\$72
Biltmore Hotel	Los Angeles	624-1011	
Century Plaza	Century City	277-2000	\$136-220
Embassy Suites-L.A. Airport	El Segundo	640-3600	
Four Seasons-Los Angeles	Beverly Hills	273-2222	
Hilton Beverly	Beverly Hills	274-7777	
Hilton Burbank Airport	Burbank	843-6000	
Hilton Los Angeles Airport	Inglewood	410-4000	\$115-160
Hilton Pasadena	Pasadena	577-1000	\$97-143
Hilton University	Los Angeles	748-4141	
Hilton & Towers	Los Angeles	629-4321	\$135-200
Holiday Inn Crowne Plaza-LAX	Inglewood	642-7500	\$65-107
Holiday Inn-Pasadena	Pasadena	449-4000	
Hyatt at Los Angeles Airport	Inglewood	670-9000	\$79-135
Hyatt Edgewater	Long Beach	434-8451	\$85-114
Hyatt Regency-Long Beach	Long Beach	491-1234	\$55-120
Hyatt Regency-Los Angeles	Los Angeles	683-1234	
Hyatt Westlake Plaza	Westlake Village	991-1800	
Hyatt Wilshire	Los Angeles	381-7411	\$78-105
J.W. Marriott	Century City	277-2777	\$170-215
Marina Beach Hotel	Marina Del Ray	301-3000	\$125-155
Marriott-Long Beach Airport	Long Beach	425-5210	\$108-138
Marriott Airport	Inglewood	641-5700	
Marriott Torrance	Torrance	316-3636	\$48-136
Marriott Warner Center	Woodland Hills	887-4800	\$75-135
Pacific Hotel & Conference Center	Culver City	649-1776	\$55-85
Queen Mary Hotel	Long Beach	435-3511	
Radisson Plaza	Manhattan Beach	546-7511	\$85-145
Ramada Renaissance	Long Beach	437-5900	\$88-110
The Registry	Universal City	506-2500	\$130-170
Sheraton Grande	Los Angeles	617-1133	
Sheraton Industry Hills Resort	West Covina	965-0861	\$75-135
Sheraton Long Beach	Long Beach	436-3000	
Sheraton Miramar	Santa Monica	394-3731	\$115-150
Sheraton Plaza La Reina	Inglewood	642-1111	\$85-150
Sheraton Redondo Beach	Redondo Beach	318-8888	\$89-149
Sheraton Town House	Los Angeles	382-7171	\$82-143
Sheraton Universal	Universal City	980-1212	\$95-120
Stouffer Concourse	Inglewood	216-5858	\$80-125
Viscount Hotel	Inglewood	645-4600	\$68-88
Viscount Hotel	Long Beach	435-7676	
Westin Bonaventure	Los Angeles	624-1000	\$125-195

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alexander's	Los Angeles	410-4000	M
Beaudry's	Los Angeles	612-4743	M
Le Bel Age	Los Angeles	854-1111	M-E
Bel-Air Dining Room	Westwood Village	472-1211	M-E
Bernard's	Los Angeles	612-1580	M
Bistro Garden	Beverly Hills	550-3900	M-E

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cardini	Los Angeles	629-4321	M
Le Cellier	Santa Monica	828-1585	M
Le Chardonnay	Los Angeles	655-8880	M-E
La Chaumiere	Century City	277-2000	M-E
Chez Melange	Redondo Beach	540-1222	M
Chez Sateau	Arcadia	446-8806	M
Chronicle	Pasadena	792-1179	M
Il Cielo	Beverly Hills	276-9990	M-E
Citrus	Los Angeles	857-0034	E
Colette	Beverly Hills	273-1151	M-E
L'Ermitage	Los Angeles	652-5840	E
L'Escoffier	Beverly Hills	274-7777	M-E
Floreal	Long Beach	437-5900	M-E
Gardens	Los Angeles	273-2222	M-E
Jimmy's	Beverly Hills	879-2394	M-E
*Lawry's The Prime Rib	Beverly Hills	652-2827	M
Lo Stregone	Los Angeles	385-1038	M-E
Maldonado's	Pasadena	796-1126	M
The Mandarin	Beverly Hills	272-0267	M-E
Marianne	Pasadena	792-2535	M
Michael's	Santa Monica	451-0845	E
L'Orangerie	Los Angeles	652-9770	E
La Parisienne	Arcadia	357-3359	M
Pearls	Woodland Hills	887-4800	M
Rangoon Racquet Club	Beverly Hills	274-8926	E
Ravel	Los Angeles	617-1133	M-E
Ristorante Chianti & Cucina	Hollywood	653-8333	E
Rex II Ristorante	Los Angeles	627-2300	E
Le St. Germain	Los Angeles	467-1108	M
Sausalito South	Manhattan Beach	546-4507	M
La Scala	Beverly Hills	275-0579	M
Scandia	West Hollywood	278-3555	M
Skylights	Pasadena	577-1000	M
*Spago	Los Angeles	652-4032	E
Stratton's	Westwood Village	208-8880	M
Valentino	Santa Monica	829-4313	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. SW
Time: 30-35 min.
Taxi: \$26.50
Limo: \$10.00

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$46.00
Dollar: \$44.00
Hertz: \$53.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

LOUISVILLE, KY.

VITAL STATISTICS

Population: 968,300
Households: 362,800
Median Age: 32.5
Total EBI: \$10,983,005,000
Median Hshld. EBI: \$23,179
Total Retail Sales: \$7,105,104,000
Buying Power Index: 3873
Chamber of Commerce: 566-5000
Convention & Visitors Bureau: 584-2121
Telephone Area Code: 502 (Kentucky); 812 (Indiana)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$71.50
Meals: B-\$4.78
L-\$8.71
D-\$14.74
PER DIEM
Total: \$99.73
Index: 74
TAX RATES
Meals: 5.0%
Lodging: 9.2%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
The Brown (a Hilton Hotel)	Louisville	583-1234	\$87-135
Executive Inn	Louisville	367-6161	\$53-67
Executive Inn-West	Louisville	367-2251	\$53-67
Galt House	Louisville	589-5200	\$63-91
Galt House-East	Louisville	589-3300	\$76-93
Hilton East	Jeffersonton	499-6220	\$60-106
Holiday Inn-Airport East	Louisville	452-6361	\$55-73
Holiday Inn-Downtown	Louisville	582-2241	\$64-70
Holiday Inn-Hurstbourne	Louisville	426-2600	\$65-90
Holiday Inn-New Albany	New Albany, IN	945-2771	\$47-55
Holiday Inn-Riverview Centre	Louisville	897-5101	\$58-68
Holiday Inn-Southeast	Louisville	454-0451	\$55-67
Holiday Inn-Southwest	Louisville	448-2020	\$48-50
Hyatt Regency Louisville	Louisville	587-3434	\$63-140
Ramada Hurstbourne	Louisville	491-4830	\$56-70

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
The Brown (a Hilton Hotel)	Louisville	583-1234	
Executive Inn	Louisville	367-6161	\$53-67
Executive Inn-West	Louisville	367-2251	\$56-67
Galt House	Louisville	589-5200	\$70-85
Hilton East	Jeffersonton	499-6220	\$63-108
Hyatt Regency Louisville	Louisville	587-3434	
Ramada Hurstbourne	Louisville	491-4830	\$56-68

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Atrium at Hasenour's	Louisville	456-6789	M
Casa Grisanti	Louisville	584-4377	M
Empire Room	Louisville	367-6161	M
Ferd Grisanti's	Louisville	267-0050	M
Flagship	Louisville	589-5200	M
Hasenour's	Louisville	451-5210	M
Kunz's	Louisville	585-5555	M
Mamma Grisanti	Louisville	893-0141	M
Oak Room	Louisville	585-3200	M
Old Stone Inn	Simpsonville	722-8882	M
Sixth Avenue	Louisville	587-6664	M
Vincenzo's	Louisville	580-1350	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. S
Time: 15-20 min.
Taxi: \$10.00
Limo: \$4.50

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$45.00
Dollar: \$47.00
Hertz: \$49.00

MANCHESTER-NASHUA, N.H.**VITAL STATISTICS**

Population: 333,100
Households: 123,500
Median Age: 32.3
Total EBI: \$5,532,958,000
Median Hshld. EBI: \$36,437
Total Retail Sales: \$3,478,783,000
Buying Power Index: 1809
Chamber of Commerce: 625-5753/891-2471
Convention & Visitors Bureau: 625-5753/891-2471
Telephone Area Code: 603

MEAL & LODGING COSTS

Avg. Daily Lodging: \$92.75
Meals: B-N.A.
L-N.A.
D-N.A.

PER DIEM

Total: N.A.

INDEX

Index: N.A.

TAX RATES

Meals: None
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton at Merrimack	Merrimack	424-6181	\$74.98
Holiday Inn-The Center	Manchester	625-1000	\$77-102
Sheraton Tara	Nashua	888-9970	\$85-126
Sheraton Wayfarer Inn	Manchester	622-3766	\$75-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarion Somerset	Nashua	886-1200	
Hilton at Merrimack	Merrimack	424-6181	
Sheraton Tara	Nashua	888-9970	\$75-116
Sheraton Wayfarer Inn	Manchester	622-3766	\$60-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Levi Lowell's	Merrimack	429-0885	M
Upper Crust	Nashua	888-9970	M
Wayfarer	Manchester	622-3766	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. SE
Time: 15 min.
Taxi: \$9.00
Limo: \$45.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$45.00
Dollar: N.A.
Hertz: \$46.00

MEMPHIS, TENN.**VITAL STATISTICS**

Population: 981,200
Households: 356,600
Median Age: 30.7
Total EBI: \$10,397,233,000
Median Hshld. EBI: \$21,538
Total Retail Sales: \$6,849,134,000
Buying Power Index: 3742
Chamber of Commerce: 523-2322
Convention & Visitors Bureau: 576-8181
Telephone Area Code: 901

MEAL & LODGING COSTS

Avg. Daily Lodging: \$77.89
Meals: B-\$5.66
L-\$7.18
D-\$17.95

PER DIEM

Total: \$108.68

INDEX

Index: 80

TAX RATES

Meals: 7.0%
Lodging: 12.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
French Quarter Inn	Memphis	728-4000	\$82-117
Hilton-Memphis Airport	Memphis	332-1130	\$59-94
Holiday Inn-Airport	Memphis	398-9211	\$47-61
Holiday Inn-East	Memphis	682-7881	\$59-90
Holiday Inn Crowne Plaza	Memphis	527-7300	\$75-95

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Howard Johnson	Memphis	345-1425	\$43-56
Marriott Memphis	Memphis	362-6200	\$105-135
Ridgeway Inn	Memphis	766-4000	\$85-95
Sheraton Airport	Memphis	332-2370	\$54-70

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton-Memphis Airport	Memphis	332-1130	\$55-72
Holiday Inn Crowne Plaza	Memphis	527-7300	\$65-97
Marriott Memphis	Memphis	362-6200	
Omni Memphis	Memphis	684-6664	
The Peabody	Memphis	529-4000	\$105-145
Sheraton Airport	Memphis	332-2370	\$45-51

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chez Philippe	Memphis	529-4000	M
Dux	Memphis	529-4000	M
Grisanti's	Memphis	458-2648	M-E
*Justine's	Memphis	527-3815	M-E
Paulette's	Memphis	726-5128	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. SE
Time: 15-20 min.
Taxi: \$13.00
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$40.00
Dollar: \$35.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) Winner.

MIAMI-HIALEAH, FLA.**VITAL STATISTICS**

Population: 1,850,400
Households: 710,300
Median Age: 37.4
Total EBI: \$22,841,426,000
Median Hshld. EBI: \$23,194
Total Retail Sales: \$16,170,088,000
Buying Power Index: 8181
Chamber of Commerce: 350-7700/887-1515
Convention & Visitors Bureau: 573-4300
Telephone Area Code: 305

MEAL & LODGING COSTS

Avg. Daily Lodging: \$122.60
Meals: B-\$6.58
L-\$10.12
D-\$20.89

PER DIEM

Total: \$160.19

INDEX

Index: 118

TAX RATES

Meals: 5.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Airport Regency	Miami	441-1600	\$73-80
David William	Coral Gables	445-7821	\$75-95
Daubletree Coconut Grove	Miami	858-2500	\$100-140
Embassy Suites	Miami Springs	634-5000	\$109-139
Fountainbleau Hilton	Miami Beach	538-2000	\$150-235
Hilton Airport & Marina	Miami	262-1000	\$100-135
Holiday Inn-Civic Center	Miami	324-0800	\$53-90
Holiday Inn-Convention Center	Miami Beach	534-1511	\$78-95
Holiday Inn-Calder	Miami	621-5801	\$65-89
Holiday Inn-Downtown	Coral Gables	443-2301	\$75-94
Holiday Inn-Golden Glades	North Miami	949-1441	\$54-76
Holiday Inn-Newport Pier	Miami Beach	949-1300	\$60-154
Hotel Mia	Miami	871-4100	\$79-129
Hotel Place St. Michel	Coral Gables	444-1666	\$75-85
Hotel Riverparc Suites	Miami	374-5100	\$114-134
Hyatt Regency	Coral Gables	441-1234	\$155-175
Intercontinental	Miami	577-1000	\$120-170
Marriott Biscayne Bay	Miami	374-3900	\$135-150
Marriott Dadeland	Miami	663-1035	\$110-130
Marriott Miami Airport	Miami	649-5000	\$110-145
Omni International	Miami	374-0000	\$110-145
Radisson Mart Plaza	Miami	261-3800	\$95-135
Sheraton Americas	Hialeah Gardens	825-1000	\$89-150
Sheraton Bal Harbour	Bal Harbour	865-7511	\$155-250
Sheraton Brickell Point	Miami	373-6000	\$105-152
Sheraton River House	Miami	871-3800	\$95-140
Sheraton Royal Biscayne	Key Biscayne	361-5775	\$130-205
Sofitel	Miami	264-4888	\$95-135
Sonesta Beach Hotel	Key Biscayne	361-2021	\$220-275

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Billmore Hotel	Coral Gables	445-1926	\$75-175
Clarion Castle Resort	Miami Beach	865-1500	\$55-155
Deauville Hotel	Miami Beach	865-8511	\$45-65
Doral Ocean Beach	Miami Beach	532-3600	\$75-205
Doral Resort & Country Club	Miami	592-2000	\$70-230
Eden Roc Resort	Miami Beach	531-0000	
Embassy Suites	Miami Springs	634-5000	\$109-129
Fountainbleau Hilton	Miami Beach	538-2000	
Hilton Airport & Marina	Miami	262-1000	
Hyatt Regency	Coral Gables	441-1234	\$155-210

METRO MARKET PROFILES

MIAMI(cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hyatt Regency Miami	Miami	358-1234	\$90-135
Intercontinental	Miami	577-1000	\$80-145
Marriott Biscayne Bay	Miami	374-3900	\$125-135
Marriott Miami Airport	Miami	649-5000	\$85-125
Miami Lakes Inn	Miami Lakes	821-1150	\$79-159
Omni International	Miami	374-0000	
Palm Bay Hotel & Club	Miami	757-3500	
Radisson Mart Plaza	Miami	261-3800	
Sheraton Americas	Hialeah Gardens	825-1000	\$55-105
Sheraton Bal Harbour	Bal Harbour	865-7511	\$90-220
Sheraton Brickell Point	Miami	373-6000	\$125-165
Sheraton River House	Miami	871-3800	\$75-115
Sonesta Beach Hotel	Key Biscayne	361-2021	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cafe Chauveron	Bay Harbor Island	866-8779	E
Le Cafe Royal	Miami	264-4888	M
Charade	Coral Gables	448-6077	M
Chef Allen's	North Miami Beach	935-2900	M
The Cove	Miami	262-1000	M-E
Danieli	Miami	757-3500	M-E
The Dining Galleries	Miami Beach	538-2000	M-E
Dominique's	Miami Beach	865-6500	E
Le Festival	Coral Gables	442-8545	M
La Fenice	Coral Gables	445-6603	M
The Fish Market	Miami	374-0000	M
The Forge	Miami Beach	538-8533	M
Grand Cafe	Miami	858-9600	E
*Joe's Stone Crab	Miami Beach	673-0365	
Louisiana	Coral Gables	445-0481	M
Pavilion Grill	Miami	577-1000	M
*The Rusty Pelican	Key Biscayne	361-3818	
Ristorante Tiberio	Bal Harbour	861-6161	M-E
The Steak House	Miami Beach	538-2000	E
Veronique's	Miami	374-3900	M
Vinton's	Coral Gables	445-2511	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. NW
Time: 20-30 min.
Taxi: \$13.00
Limo: \$6.75

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$35.00
Dollar: \$37.00
Hertz: \$43.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

MILWAUKEE, WISC.

VITAL STATISTICS

Population: 1,401,300
Households: 537,500
Median Age: 32.7
Total EBI: \$18,616,645,000
Median Hshld. EBI: \$27,680
Total Retail Sales: \$9,863,013,000
Buying Power Index: 5977
Chamber of Commerce: 273-3000
Convention & Visitors Bureau: 800-231-0903/273-3950
Telephone Area Code: 414

MEAL & LODGING COSTS

Avg. Daily Lodging: \$84.41
Meals: B-\$5.66
L-\$9.25
D-\$18.93
PER DIEM
Total: \$118.25
Index: 87
TAX RATES
Meals: 5.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Country Inn	Waukesha	547-0201	\$61-67
Embassy Suites-West	Brookfield	782-2900	\$85-250
Grand Hotel	Milwaukee	481-8000	\$49-83
Holiday Inn-Waukesha	Waukesha	786-0460	\$54-65
Howard Johnson Plaza	Milwaukee	273-2950	\$42-73
Hyatt Regency	Milwaukee	276-1234	\$95-139
Marc Plaza	Milwaukee	271-7250	\$65-100
Marriott Hotel	Brookfield	786-1100	\$98-127
Quality Inn	Milwaukee	481-2400	\$45-56
Sheraton Mayfair	Wauwatosa	257-3400	\$59-76
Sheraton North	Brown Deer	355-8585	\$66-102

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Grand Hotel	Milwaukee	481-8000	\$61-71
Hyatt Regency Milwaukee	Milwaukee	276-1234	\$69-99
Marc Plaza	Milwaukee	271-7250	
Marriott Hotel	Brookfield	786-1100	\$80-100
Pfister Hotel	Milwaukee	273-8222	\$80-105
Wyndham Milwaukee Center	Milwaukee	276-8686	\$82-112

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Boder's on the River	Mequon	242-0335	M
Boulevard Inn	Milwaukee	445-4221	M
English Room	Milwaukee	273-8222	M

RESTAURANTS

NAME	BOROUGH	PHONE	PRICE CODE
Fleur de Lis	Milwaukee	278-8030	M
Fox and Hounds	Menomonee Falls	251-4100	M-E
Grenadier's	Milwaukee	276-0747	M
Harold's	Milwaukee	481-8000	M
John Byron's	Milwaukee	291-5220	M
*Karl Ratzsch's	Milwaukee	276-2720	M
*Mader's	Milwaukee	271-3377	M
River Lane Inn	Brown Deer	354-1995	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. S
Time: 15-25 min.
Taxi: \$15.00
Limo: \$6.25

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$45.00
Dollar: \$30.00
Hertz: \$41.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

MINNEAPOLIS-ST. PAUL, MINN.

VITAL STATISTICS

Population: 2,377,200
Households: 907,000
Median Age: 31.4
Total EBI: \$35,180,256,000
Median Hshld. EBI: \$30,814
Total Retail Sales: \$19,092,209,000
Buying Power Index: 1,1151
Chamber of Commerce: 370-9132
Convention & Visitors Bureau: 348-4313
Telephone Area Code: 612

MEAL & LODGING COSTS

Avg. Daily Lodging: \$86.93
Meals: B-\$7.88
L-\$9.30
D-\$19.91
PER DIEM
Total: \$124.02
Index: 92
TAX RATES
Meals: 7.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Thunderbird	Bloomington	854-3411	\$59-72
Days Inn	Brooklyn Center	566-4140	\$44-59
Embassy Suites	Minneapolis	333-3111	\$92-102
Embassy Suites	St. Paul	224-5400	\$84-94
Embassy Suites-Airport	Bloomington	854-1000	\$99-109
Embassy Suites-Bloomington	Bloomington	884-4811	\$91-101
Hilton Airport	Minneapolis	854-2100	\$75-125
Hilton Inn	Minneapolis	331-1900	\$61-84
Holiday Inn-Airport	Bloomington	854-9000	\$63-88
Holiday Inn-Crowne Plaza West	St. Louis Park	593-1918	\$74-84
Holiday Inn-East	St. Paul	731-2220	\$65-75
Holiday Inn-Metrodome	Minneapolis	333-4646	\$65-85
Holiday Inn-North	Brooklyn Center	566-4140	\$57-82
Holiday Inn-North	Roseville	636-4567	\$55-63
Holiday Inn-Shoreview	Shoreview	482-0402	\$55-59
Hyatt Regency	Minneapolis	370-1234	\$85-140
Luxford Hotel	Minneapolis	332-6800	\$85-95
Marriott Bloomington	Bloomington	854-7441	\$49-112
Marriott City Center	Minneapolis	349-4000	\$119-134
Marriott Courtyard	Minneapolis	452-2000	\$48-68
Omni Northstar	Minneapolis	338-2288	\$85-130
Quality Inn-Plymouth	Minneapolis	553-1600	\$50-62
Radisson-St. Paul	St. Paul	292-1900	\$85-105
Radisson Hotel-Minnetonka	Minnetonka	593-0000	\$79-99
Radisson Hotel-South	Bloomington	835-7800	\$80-105
Radisson Inn-University	Minneapolis	379-8888	\$70-102
Radisson Plaza	Minneapolis	339-4900	\$109-124
Ramada Inn-St. Paul	St. Paul	735-2330	\$58-72
The Registry	Bloomington	854-2244	\$100-125
The Ritz	Minneapolis	332-4000	\$69-89
Sheraton Airport	Minneapolis	854-1771	\$69-95
Sheraton Midway	St. Paul	642-1234	\$67-87
Sheraton Northwest	Brooklyn Park	566-8855	\$61-77
Sheraton Park Place	Minneapolis	542-8600	\$88-112
Sofitel	Bloomington	835-1900	\$89-139
Vista Marquette	Minneapolis	332-2351	\$100-150
The Whitney	Minneapolis	339-9300	\$110-135

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Earle Brown Continuing Education Center	St. Paul	624-3275	
Embassy Suites-Bloomington	Bloomington	884-4811	\$79-101
Hilton Airport	Bloomington	854-2100	\$69-115
Hilton Inn	Minneapolis	331-1900	
Holiday Inn-Airport	Bloomington	854-9000	\$49-89
Holiday Inn-Downtown	Minneapolis	332-0371	\$56-86
Holiday Inn-Metrodome	Minneapolis	333-4646	\$50-85
Holiday Inn-Roseville	Roseville	636-4567	\$49-65
Hyatt Regency	Minneapolis	370-1234	
Marriott Bloomington	Bloomington	854-7441	\$55-109
Marriott City Center	Minneapolis	349-4000	
Normandy Inn	Minneapolis	370-1400	\$42-56
Northland Inn	Brooklyn Park	536-8300	\$150-185
Radisson-St. Paul	St. Paul	292-1900	\$62-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Radisson Hotel-Minnetonka	Minnetonka	593-0000	\$65-85
Radisson Hotel-South	Bloomington	835-7800	
Radisson Inn-University	Minneapolis	379-8888	
Ramada Inn-St. Paul	St. Paul	735-2330	\$45-74
The Registry	Bloomington	854-2244	\$80-90
Scanlon Conference Center	Plymouth	559-6600	\$140-177
Sheraton Northwest	Brooklyn Park	566-8855	\$45-75
Sheraton Park Place	Minneapolis	542-8600	\$60-80
Sofitel	Bloomington	835-1900	\$89-139
Spring Hill Center	Wayzata	473-0221	
Vista Marquette	Minneapolis	332-2351	\$80-135

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bali Hai	St. Paul	777-5500	M
Blue Horse	St. Paul	645-8101	M-E
Le Cafe Royal	Minneapolis	835-0126	M
Camelot	Bloomington	835-2455	M
510	Minneapolis	874-6440	M-E
Gustino's	Minneapolis	349-4000	M
Jax Cafe	Minneapolis	789-7297	M
Lafour	Bloomington	854-2244	M
Lexington	St. Paul	222-5878	M
Lord Fletcher's of the Lake	Spring Park	471-8513	M
Murray's	Minneapolis	339-0909	M
Orion Room	Minneapolis	349-6250	M
Rosewood Room	Minneapolis	388-2288	M
Seasons on the Park	Minneapolis	542-8600	M
Venetian Inn	St. Paul	484-7215	M
Willows	Minneapolis	370-1234	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. SE
Time: 20-30 min.
Taxi: \$18.00
Limo: \$6.50

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$44.00
Dollar: \$32.00
Hertz: \$46.00

NASHVILLE, TENN.

VITAL STATISTICS

Population: 985,000
Households: 373,200
Median Age: 32.5
Total EBI: \$12,330,688,000
Median Hshld. EBI: \$25,373
Total Retail Sales: \$6,288,127,000
Buying Power Index: 3959
Chamber of Commerce: 259-3900
Convention & Visitors Bureau: 259-3900
Telephone Area Code: 615

MEAL & LODGING COSTS

Avg. Daily Lodging: \$94.80
Meals: B-\$6.31
L-\$12.08
D-\$20.23
PER DIEM
Total: \$133.42
Index: 99
TAX RATES
Meals: 7.0%
Lodging: 11.75%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Wayside Inn	Murfreesboro	896-2320	\$29-70
Clarion Maxwell House	Nashville	259-4343	\$84-104
Doubletree Hotel	Nashville	244-8200	\$85-120
Elm Hill Inn	Nashville	889-8910	\$79-99
Holiday Inn	Murfreesboro	896-2420	\$50-80
Howard Johnson-North	Nashville	226-4600	\$39-68
Hyatt Regency	Nashville	259-1234	\$85-135
Marriott Nashville	Nashville	889-9300	\$99-120
Opryland Hotel	Nashville	889-1000	\$114-175
Park Suite Hotel	Nashville	871-0033	\$94-109
Quality Inn-Airport	Nashville	361-7666	\$49-61
Sheraton-Music City	Nashville	885-2200	\$79-128
Stouffer Hotel	Nashville	255-8400	\$114-139
Union Station	Nashville	726-1001	\$99
Vanderbilt Plaza	Nashville	320-1700	\$94-144

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarion Maxwell House	Nashville	259-4343	
Doubletree Hotel	Nashville	244-8200	\$65-90
Hilton Airport	Nashville	361-7666	
Hyatt Regency	Nashville	259-1234	
Marriott Nashville	Nashville	889-9300	\$79-130
Opryland Hotel	Nashville	889-1000	
Park Suite Hotel	Nashville	871-0033	\$75-92
Sheraton-Music City	Nashville	885-2200	\$70-120
Stouffer Nashville	Nashville	255-8400	
Vanderbilt Plaza	Nashville	320-1700	\$65-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arthur's	Nashville	383-8841	E
Belair	Nashville	885-2200	M
Chancellor's	Nashville	320-1700	M-E
Christopher's Down Under	Nashville	383-5900	M
Crown Court	Nashville	259-4343	M-E
Hermitage Dining Room	Nashville	244-3121	M

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Julian's	Nashville	327-2412	M-E
Mario's	Nashville	327-3232	M
Maude's Courtyard	Nashville	320-0543	M-E
Old Hickory Room	Nashville	889-1000	M-E
Plaza on the Green	Nashville	871-0033	M
Sperry's	Nashville	353-0809	M
Upper Crust	Nashville	329-2244	E
Vizcaya	Nashville	321-3021	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. SE
Time: 15-45 min.
Taxi: \$13.00
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$44.00
Dollar: \$39.00
Hertz: \$46.00

MASSAU-SUFFOLK, N.Y.

VITAL STATISTICS

Population: 2,669,200
Households: 877,400
Median Age: 34.6
Total EBI: \$46,281,458,000
Median Hshld. EBI: \$41,534
Total Retail Sales: \$24,431,910,000
Buying Power Index: 1.4180
Chamber of Commerce: 499-4400
Convention & Visitors Bureau: 794-4222
Telephone Area Code: 516

MEAL & LODGING COSTS

Avg. Daily Lodging: \$146.47
Meals: B-\$7.94
L-\$12.40
D-\$24.10
PER DIEM
Total: \$190.91
Index: 141
TAX RATES
Meals: 7.25% (Nassau);
8.25% (Suffolk)
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Aliano's Beachcomber	Cutchogue	734-6370	\$95-185
Burt Bacharach's East			
Norwich Inn	East Norwich	922-1500	\$105-140
Driftwood	Montauk	668-5744	\$115-135
Gurney's Inn	Montauk	668-2345	\$250-310
Hampton Maid	Hampton Bays	728-4166	\$90-110
Holiday Inn	Ronkonkoma	585-9500	\$95-123
Holiday Inn-Plainview	Plainview	349-7400	\$104-119
Holiday Inn-Riverhead	Riverhead	369-2200	\$91-137
Holiday Inn-Westbury	Westbury	997-5000	\$105-125
Marriott-Long Island	Uniondale	794-3800	\$140-185
Montauk Yacht Club & Inn	Star Island	668-3100	\$210-225
Pickwick Motor Inn	Plainview	694-6500	\$85-100
Seacrest Motel	Amagansett	267-3159	\$150-285
Sheraton Smithtown	Smithtown	231-1100	\$124-170
Southampton Motel	Southampton	283-6500	\$132-154

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Garden City Hotel	Garden City	747-3000	
Harrison Conference Center	Glen Cove	671-6400	\$199-289
Marriott-Long Island	Uniondale	794-3800	\$89-139
Montauk Yacht Club & Inn	Star Island	668-3100	
Royce Carlin Hotel	Huntington	845-1000	
Sheraton Smithtown	Smithtown	231-1100	\$75-133

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Amato's	Amityville	598-2229	M
Arbor Inn	Rockville Center	766-7900	M
Armando's Seafood Barge	Southold	765-3010	M
Arturo's	Bellerose	352-7418	M
The Bowden Square	Southampton	283-2800	M-E
Capriccio	Jericho	931-2727	M-E
La Coquille	Manhasset	365-8422	M
L'Endroit	East Hills	621-6630	M-E
Frog & the Peach	St. James	265-9865	M
La Gazelle	Southold	765-2656	M
Lincoln Inn	Rockville Centre	536-6022	M
La Mansarde	Amityville	691-6881	M
La Marmite	Williston Park	746-1243	M
La Mascotte	Commack	499-6446	M-E
Riverview	Oakdale	589-2694	M
Scotch and Sirloin	Carle Place	741-2022	M
1770 House	East Hampton	324-1770	M-E
Smithtown Haus	Smithtown	979-9113	M
La Stagione	Westbury	333-1335	M
Steve's Pier 1	Bayville	628-2153	M
Three Village Inn	Stony Brook	751-0555	M
Viennoise Coach	Syosset	921-2380	M
Westbury Manor	Westbury	333-7117	M
Zanghi	Glen Cove	759-0900	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: (Distances, times, and
Time: rates vary widely, depending
Taxi: on airport—JFK, LaGuardia, or
Limo: MacArthur—and destination.)

DAILY AUTO RENTAL

Avis: \$55.00
Budget: \$50.00
Dollar: \$51.00
Hertz: \$55.00

METRO MARKET PROFILES

NEW HAVEN-WATERBURY-MERIDEN, CONN.

VITAL STATISTICS

Population: 793,600
Households: 295,800
Median Age: 34.6
Total EBI: \$12,327,992,000
Median Hshld. EBI: \$32,636
Total Retail Sales: \$6,160,142,000
Buying Power Index: 3779
Chamber of Commerce: 787-6735/757-0701/
235-7901
Convention & Visitors Bureau: 787-8822/
597-9527/630-4105
Telephone Area Code: 203

MEAL & LODGING COSTS

Avg. Daily Lodging: \$83.50
Meals: B-\$5.98
L-\$8.92
D-\$18.66
PER DIEM
Total: \$117.06
Index: 86
TAX RATES
Meals: 7.5%
Lodging: 7.5%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Howard Johnson	Milford	878-4611	\$45-85
Sheraton Waterbury	Waterbury	573-1001	\$80-124

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Park Plaza Hotel	New Haven	772-1700	\$55-80
Sheraton Waterbury	Waterbury	573-1001	\$80-107

RESTAURANTS**

NAME	CITY	PHONE	PRICE CODE
Bacco's	Waterbury	755-1173	M
500 Blake St.	Westville	387-0500	M
The Gathering	Milford	878-6573	M
Millpond Tavern	Northford	484-9316	M
La Mirage	North Haven	239-1961	M
Top of the Park	New Haven	772-1700	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3.5 mi. SE
Time: 15 min.
Taxi: \$3.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$46.00
Budget: \$40.00
Dollar: N.A.
Hertz: \$40.00

** None of the restaurants in this metro area meet the established criteria for inclusion in the Survey's listings. Therefore, a sampling of local restaurants has been selected independently.

NEW ORLEANS, LA.

VITAL STATISTICS

Population: 1,324,400
Households: 489,900
Median Age: 30.8
Total EBI: \$13,095,215,000
Median Hshld. EBI: \$20,171
Total Retail Sales: \$8,983,276,000
Buying Power Index: 4850
Chamber of Commerce: 527-6900
Convention & Visitors Bureau: 566-5011
Telephone Area Code: 504

MEAL & LODGING COSTS

Avg. Daily Lodging: \$120.31
Meals: B-\$7.02
L-\$11.05
D-\$22.96
PER DIEM
Total: \$161.34
Index: 119
TAX RATES
Meals: 9.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion New Orleans	New Orleans	522-4500	\$83-137
Daphne Orleans	(French Quarter)	586-1800	\$85-115
Fairmont	New Orleans	529-7111	\$125-195
Hilton Riverside & Towers	New Orleans	561-0500	\$120-175
Holiday Inn-Airport	Kenner	467-5611	\$62-89
Holiday Inn-Chateau le Moyne	(French Quarter)	581-1303	\$82-103
Holiday Inn-Crowne Plaza	New Orleans	525-9444	\$103-139
Holiday Inn-Gretna	Gretna	366-2361	\$42-52
Holiday Inn-Slidell	Slidell	643-9779	\$45-61
Howard Johnson Plaza	Metairie	833-8211	\$49-70
Hyatt Regency	New Orleans	561-1234	\$135-160
Maison Dupuy	(French Quarter)	586-8000	\$95-115
Marriott New Orleans	New Orleans	581-1000	\$140-160
Le Meridien	New Orleans	525-6500	\$115-155
Monteleone	(French Quarter)	523-3341	\$92-144
Pontchartrain	New Orleans	524-0581	\$105-145
Prytania Park	New Orleans	524-0427	\$59-119
Radisson Suites	New Orleans	525-1993	\$108-455
Le Richelieu	(French Quarter)	529-2492	\$65-90
Sheraton New Orleans	New Orleans	525-2500	\$119-155
Westin Canal Place	New Orleans	566-7006	\$155-235

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarion New Orleans	New Orleans	522-4500	
Doubletree Hotel	New Orleans	581-1300	\$82-128
Fairmont Hotel	New Orleans	529-7111	\$125-195
Hilton New Orleans Airport	Kenner	469-5000	

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Riverside & Towers	New Orleans	561-0500	
Hyatt Regency	New Orleans	561-1234	
Intercontinental Hotel	New Orleans	525-5566	
Landmark Hotel & Towers	Metairie	888-9500	
Marriott New Orleans	New Orleans	581-1000	\$79-160
Meridien	New Orleans	525-6500	
Monteleone	(French Quarter)	523-3341	
Omni Royal Orleans	(French Quarter)	529-5333	\$80-150
Royal Sonesta Hotel	(French Quarter)	586-0300	\$105-185
Sheraton New Orleans	New Orleans	525-2500	
Westin Canal Place	New Orleans	566-7006	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Andrea's	Metairie	834-8583	M
*Antoine's	(French Quarter)	581-4422	M-E
*Arnaud's	(French Quarter)	523-5433	M-E
*Brennan's	(French Quarter)	525-9711	M-E
Broussard's	(French Quarter)	581-3866	M
Caribbean Room	New Orleans	524-3178	M
Le Chateau	Gretna	392-4690	M
Christian's	New Orleans	482-4924	M
*Commander's Palace	New Orleans	899-8221	M-E
*Court of Two Sisters	(French Quarter)	522-7261	M
Crozier's Restaurant Francais	New Orleans	241-8220	M
Delmonico	New Orleans	523-9307	M
*Galatoire's	(French Quarter)	525-2021	M
Grill Room	New Orleans	523-6000	M
Henri	New Orleans	525-6500	M-E
Le Jardin	New Orleans	566-7006	M-E
*K-Paul's Louisiana Kitchen	(French Quarter)	942-7538	M
Mr. B's	(French Quarter)	523-2078	M
Moran's Riverside	(French Quarter)	529-1583	M
Occipinti's	Metairie	888-1131	M
*Pascal Manale's	New Orleans	895-4877	M
Rib Room	(French Quarter)	529-7045	M
River View	New Orleans	581-1000	M
La Riviera	Metairie	886-6238	M
Le Ruth's	Gretna	362-4914	M-E
Santa Fe	New Orleans	944-6854	M
Sazerac	New Orleans	529-7111	M-E
Terrace Court	New Orleans	522-4500	M
Tour Eiffel	New Orleans	524-2555	M-E
Versailles	New Orleans	524-2535	M
Willy Coln's Chalet	Gretna	361-3860	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. W
Time: 30-40 min.
Taxi: \$18.00
Limo: \$7.00

DAILY AUTO RENTAL

Avis: \$47.00
Budget: \$42.00
Dollar: \$38.00
Hertz: \$39.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

NEW YORK, N.Y.

VITAL STATISTICS

Population: 8,576,900
Households: 3,458,700
Median Age: 35.2
Total EBI: \$120,894,397,000
Median Hshld. EBI: \$23,227
Total Retail Sales: \$52,563,406,000
Buying Power Index: 3,6279
Chamber of Commerce: 561-2042
Convention & Visitors Bureau: 397-8200
Telephone Area Code: 212 (Manhattan);
718 (Brooklyn & Queens)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$200.98
Meals: B-\$11.15
L-\$17.84
D-\$34.26
PER DIEM
Total: \$264.23
Index: 195
TAX RATES
Meals: 8.25%
Lodging: 13.25%

HOTELS/MOTELS

NAME	BOROUGH	PHONE	RATES
Algonquin	Manhattan	840-6800	\$140-160
Doral Tuscan	Manhattan	686-1600	\$175-250
Drake Swissotel	Manhattan	421-0900	\$195-260
Essex House	Manhattan	247-0300	\$175-265
Grand Hyatt	Manhattan	883-1234	\$195-275
Halloran House	Manhattan	755-4000	\$140-170
Helmley Park Lane	Manhattan	371-4000	\$180-265
Hilton & Towers			
Rockefeller Center	Manhattan	586-7000	\$150-220
Lombardy	Manhattan	753-8600	\$150-165
Lowell	Manhattan	838-1400	\$190-240
Marriott LaGuardia	Queens	565-8900	\$129-190
Marriott Marquis	Manhattan	398-1900	\$200-250
Morgans	Manhattan	686-0300	\$155-205

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
New York Helmsley	Manhattan	490-8900	\$170-240
Novotel	Manhattan	315-0100	\$135-175
Omni Berkshire Place	Manhattan	753-5800	\$195-260
Omni Park Central	Manhattan	247-8000	\$135-195
Parker Meridian	Manhattan	245-5000	\$180-265
Penta	Manhattan	736-5000	\$99-235
Shelburne Murray Hill	Manhattan	689-5200	\$150-340
Sheraton Centre	Manhattan	581-1000	\$135-210
Sheraton City Square	Manhattan	581-3300	\$135-210
Sheraton Park Avenue	Manhattan	685-7676	\$170-285
Sheraton St. Regis	Manhattan	753-4500	\$175-255
Sherry-Netherland	Manhattan	355-2800	\$185-250
Vista International	Manhattan	938-9100	\$195-305
Westbury	Manhattan	535-2000	\$210-270

MEETING SITES/CONFERENCE CENTERS

NAME	BOROUGH	PHONE	GROUP RATES
Barbizon Plaza	Manhattan	247-7000	
Essex House	Manhattan	247-0300	
Grand Hyatt	Manhattan	883-1234	\$150-220
Hilton & Towers-Rockefeller Center	Manhattan	586-7000	
Holiday Inn-JFK Airport	Queens	659-0200	\$120-150
Intercontinental	Manhattan	755-5900	\$195-265
Loews Summit	Manhattan	752-7000	\$125-155
Macklowe Hotel	Manhattan	869-5800	
Marriott JFK Airport	Queens	659-6000	\$95-130
Marriott LaGuardia	Queens	565-8900	\$100-155
Marriott Marquis	Manhattan	398-1900	
Omni Park Central	Manhattan	247-8000	
Penta	Manhattan	736-5000	\$130-235
The Plaza	Manhattan	759-3000	
Roosevelt Hotel	Manhattan	661-9600	
Royal Concordia	Manhattan	307-5000	\$225-405
Royce Hotel-LaGuardia	Queens	446-4800	\$70-150
Sheraton Centre	Manhattan	581-1000	
Vista International	Manhattan	938-9100	\$100-245
Waldorf Astoria	Manhattan	355-3000	\$180-265

RESTAURANTS

NAME	BOROUGH	PHONE	PRICE CODE
Adrienne	Manhattan	247-2200	M
American Harvest	Manhattan	938-9100	M
Aurora	Manhattan	692-9292	M-E
Le Bernardin	Manhattan	489-1515	E
Bice	Manhattan	688-1999	M
Bouley	Manhattan	608-3852	M
Box Tree	Manhattan	758-8320	E
Bull & Bear	Manhattan	872-4900	M
Cafe Des Artistes	Manhattan	877-3500	M
Cafe Pierre	Manhattan	940-8185	M-E
La Caravelle	Manhattan	586-4252	E
Carlyle Restaurant	Manhattan	744-1600	M
Cellar in the Sky	Manhattan	938-1111	E
Le Chantilly	Manhattan	751-2931	M
Chez Louis	Manhattan	752-1400	M
China Grill	Manhattan	333-7788	M
Le Cirque	Manhattan	794-9292	M-E
Coach House	Manhattan	777-0303	M
La Cote Basque	Manhattan	688-6525	E
Le Cygne	Manhattan	759-5941	E
Edwardian Room	Manhattan	546-5310	M-E
L'Endroit	Manhattan	759-7373	M
*The Four Seasons	Manhattan	754-9494	M-E
Gage & Tollner	Brooklyn	875-5181	M-E
La Galerie	Manhattan	753-5970	M
*Gallagher's	Manhattan	245-5336	M-E
Giambelli 50th	Manhattan	688-2760	M
Gloucester House	Manhattan	755-7394	M-E
Gotham Bar & Grill	Manhattan	620-4020	M
La Grenouille	Manhattan	752-1495	E
Inagiku	Manhattan	872-4590	M-E
J.W.'s	Manhattan	398-1900	M
Jockey Club	Manhattan	664-7700	M-E
Johnathan Waxman	Manhattan	772-6800	E
Laurent	Manhattan	753-2729	M-E
*Lutèce	Manhattan	752-2225	E
*Mamma Leone's	Manhattan	586-5151	M
Manhattan Ocean Club	Manhattan	371-7777	M
Maurice	Manhattan	245-5000	M-E
La Metairie	Manhattan	988-1800	M
Mitsukoshi	Manhattan	935-6444	M-E
*The Oyster Bar at Grand Central Station	Manhattan	490-6650	M-E
Il Palazzo	Manhattan	924-3800	M
Palio	Manhattan	245-4850	M
*The Palm	Manhattan	687-2953	M
Park Room	Manhattan	371-4000	E
Le Perigord	Manhattan	755-6244	E
*Peter Luger's	Brooklyn	387-7400	M
Petrossian	Manhattan	245-2214	M-E
Polo	Manhattan	535-9141	M-E
Post House	Manhattan	935-2888	M
Prunelle	Manhattan	759-6410	E
Quilted Giraffe	Manhattan	593-1221	E

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Raga	Manhattan	757-3450	M
Rakel	Manhattan	929-1630	M
Raphael	Manhattan	582-8993	M
Le Refuge	Manhattan	861-4505	M
Le Regence	Manhattan	606-4647	E
Rendez-vous	Manhattan	753-5970	M
Rene Pujol	Manhattan	246-3023	M
La Reserve	Manhattan	247-2993	E
Restaurant Lafayette	Manhattan	832-1565	E
*The River Cafe	Brooklyn	522-5200	E
*Russian Tea Room	Manhattan	265-0947	M-E
Sea Grill	Manhattan	246-9201	M
*Sign of the Dove	Manhattan	861-8080	E
*Smith & Wallensky	Manhattan	753-1530	M
Sparks Steak House	Manhattan	687-4855	M
The Stanhope Dining Room	Manhattan	288-5800	E
Tapis Rouge	Manhattan	732-5555	M
*Tavern on the Green	Manhattan	873-3200	M-E
The Terrace	Manhattan	666-9490	M-E
Toscana Ristorante	Manhattan	371-8144	M
Le Trianon	Manhattan	888-7000	M-E
La Tulipe	Manhattan	691-8860	E
"21" Club	Manhattan	582-7200	E
Il Valetto	Manhattan	838-3939	M-E
Water's Edge	Queens	482-0033	M
*Windows on the World	Manhattan	938-1111	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: Kennedy-15 mi. SE
LaGuardia-8 mi. NE
Newark-16 mi. SW

Time: Kennedy-35-60 min.
LaGuardia-20-40 min.
Newark-30-45 min.

Taxi: Kennedy-\$27.00 to \$33.00
LaGuardia-\$19.00
Newark-\$32.00

Limo: Kennedy-\$8.00
LaGuardia-\$6.00
Newark-\$7.00

DAILY AUTO RENTAL

Avis: \$55.00
Budget: \$50.00
Dollar: \$51.00
Hertz: \$55.00

Notes: New York City is divided into five boroughs—the Bronx, Brooklyn, Manhattan, Queens, and Staten Island. Listings of Hotels/Motels, Meeting Sites/Conference Centers, and Restaurants are followed by the appropriate borough. In the Restaurant listings, an asterisk (*) indicates a 1989 S&MM BEDA [Business Executives' Dining Award] winner.

NEWARK, N.J.

VITAL STATISTICS

Population: 1,902,700
Households: 694,900
Median Age: 34.8
Total EBI: \$32,388,933,000
Median Hshld. EBI: \$34,806
Total Retail Sales: \$13,135,365,000
Buying Power Index: 9224
Chamber of Commerce: CHA-MBER
Convention & Visitors Bureau: N.A.
Telephone Area Code: 201

MEAL & LODGING COSTS

Avg. Daily Lodging: \$134.13
Meals: \$-65.58
L-\$9.14
D-\$24.37
PER DIEM
Total: \$174.22
Index: 129
TAX RATES
Meals: 6.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Secaucus	864-7300	\$134-164
Hilton Gateway	Newark	622-5000	\$105-170
Hilton Meadowlands	Secaucus	348-6900	\$105-145
Hilton Parsippany	Parsippany	267-7373	\$99-159
Marriott Hanover	Whippany	538-8811	\$64-153
Marriott Newark Airport	Newark	623-0006	\$142-167
Marriott Saddle Brook	Saddle Brook	843-9500	\$122-142
Sheraton Tara	Parsippany	515-2000	\$110-165

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton at Short Hills	Short Hills	379-0100	\$120-180
Hilton Gateway	Newark	622-5000	\$60-135
Hilton Meadowlands	Secaucus	348-6900	
Holiday Inn-Fort Lee	Fort Lee	461-3100	\$60-104
Holiday Inn-Jetport	Elizabeth	355-1700	
Holiday Inn-North	Newark	589-1000	\$88-131
Loews Glenpointe	Teaneck	836-0600	\$120-180
Marriott Newark Airport	Newark	623-0006	
Marriott Saddle Brook	Saddle Brook	843-9500	
Sheraton Hotel & Towers	Hasbrouck Heights	288-6100	

METRO MARKET PROFILES

NEWARK(cont.)

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Sheraton Meadowlands	East Rutherford	896-0500	\$89-155
Sheraton Newark Airport	Elizabeth	527-1600	
Sheraton Woodbridge Place	Iselin	634-3600	
Vista International-Newark Airport	Elizabeth	351-3900	\$120-155

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Llewellyn Farms	Morris Plains	538-4323	M
Priscilla's	Newark	623-0006	M
Sonny D	Secaucus	867-1065	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. S
Time: 20 min.
Taxi: \$12.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$49.00
Budget: \$52.00
Dollar: \$40.00
Hertz: \$49.00

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA.

VITAL STATISTICS

Population: 1,372,300
Households: 470,100
Median Age: 29.9
Total EBI: \$16,312,648,000
Median Hshld. EBI: \$26,197
Total Retail Sales: \$9,184,171,000
Buying Power Index: 5455
Chamber of Commerce: 622-2312/490-1221/838-4182
Convention & Visitors Bureau: 441-5266/428-8000
Telephone Area Code: 804

MEAL & LODGING COSTS

Avg. Daily Lodging: \$89.82
Meals: B-\$5.17
L-\$7.18
D-\$19.09
PER DIEM
Total: \$121.26
Index: 90
TAX RATES
Meals: 8.5%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Cavalier Oceanfront	Virginia Beach	425-8555	\$94-134
Hilton Airport	Norfolk	466-8000	\$63-106
Holiday Inn-Greenbriar	Chesapeake	523-1500	\$55-85
Holiday Inn-Newport News	Newport News	826-4500	\$49-59
Holiday Inn-Waterfront	Portsmouth	393-2573	\$67-83
Holiday Inn Executive Center	Virginia Beach	499-4400	\$67-79
Holiday Inn on the Ocean	Virginia Beach	428-1711	\$45-120
Marriott Courtyard	Virginia Beach	490-2002	\$60-70
Omni International	Norfolk	622-6664	\$69-141
Omni Virginia Beach	Virginia Beach	473-1700	\$75-85
Radisson Hampton	Hampton	727-9700	\$74-104
Ramada Inn-Newport News	Newport News	599-4460	\$55-70
Ramada Inn-Virginia Beach	Virginia Beach	425-5151	\$105-115
Ramada OceanSide Tower	Virginia Beach	428-7025	\$95-135
Sheraton Beach Inn	Virginia Beach	425-9000	\$104-129
Sheraton Coliseum	Hampton	838-5011	\$53-90
Virginia Beach Resort	Virginia Beach	481-9000	\$99-220

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Cavalier Oceanfront	Virginia Beach	425-8555	
Chamberlin Hotel	Fort Monroe	723-6511	
Hilton Airport	Norfolk	466-8000	\$55-65
Holiday Inn Executive Center	Virginia Beach	499-4400	\$55-65
Holiday Inn Waterside	Norfolk	627-5555	
Omni International	Norfolk	622-6664	\$58-108
Radisson Virginia Beach	Virginia Beach	422-8900	\$49-110
Sheraton Beach Inn	Virginia Beach	425-9000	\$36-103
Virginia Beach Resort & Conference Center	Virginia Beach	481-9000	\$50-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
La Broche	Virginia Beach	428-0655	M
Le Charlieu	Norfolk	623-7202	M
Esplanade	Norfolk	623-0333	M
Iron Gate	Virginia Beach	422-0001	E
Lockhart's Seafood Restaurant	Norfolk	588-0405	M
The Max	Portsmouth	397-1866	M
Orion's Tap of the Cavalier	Virginia Beach	425-8555	M-E
Ship's Cabin	Norfolk	480-2526	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. NE
Time: 15-25 min.
Taxi: \$15.00
Limo: \$5.25

DAILY AUTO RENTAL

Avis: \$43.00
Budget: \$40.00
Dollar: N.A.
Hertz: \$50.00

OAKLAND, CAL.

VITAL STATISTICS

Population: 2,009,100
Households: 778,100
Median Age: 33.2
Total EBI: \$34,406,510,000
Median Hshld. EBI: \$34,640
Total Retail Sales: \$14,699,893,000
Buying Power Index: 9928
Chamber of Commerce: 451-7800
Convention & Visitors Bureau: 839-9000
Telephone Area Code: 415

MEAL & LODGING COSTS

Avg. Daily Lodging: \$108.77
Meals: B-\$7.29
L-\$12.29
D-\$19.69
PER DIEM
Total: \$148.04
Index: 109
TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Concord	Concord	827-2000	\$85-145
Hilton Newark/Fremont	Newark	490-8390	\$74-119
Hilton Oakland Airport	Oakland	635-5000	\$99-129
Hilton Pleasanton	Pleasanton	463-8000	\$65-128
Holiday Inn-Pleasanton	Pleasanton	847-6000	\$67-87
Hyatt at Oakland Int'l.	Oakland	562-6100	\$79-124
Hyatt Regency	Oakland	893-1234	\$120-160
Lafayette Park	Lafayette	283-3700	\$110-140
Marriott Berkeley Marina	Berkeley	548-7920	\$135-157
Ramada Renaissance	Walnut Creek	935-8866	\$80-130
Sheraton Pleasanton	Pleasanton	460-8800	\$70-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Claremont Resort Hotel	Oakland	843-3000	\$99-209
Hilton Concord	Concord	827-2000	\$69-120
Hilton Newark/Fremont	Newark	490-8390	
Hilton Oakland Airport	Oakland	635-5000	\$75-110
Hilton Pleasanton	Pleasanton	463-8000	
Holiday Inn-Concord	Concord	687-5500	\$45-85
Holiday Inn-Oakland Airport	Oakland	562-5311	
Hyatt at Oakland Int'l.	Oakland	562-6100	\$55-124
Hyatt Regency	Oakland	893-1234	\$95-115
Marriott Berkeley Marina	Berkeley	548-7920	\$95-125
Ramada Renaissance	Walnut Creek	935-8866	\$75-120
Sheraton Hotel & Conference Center	Concord	825-7700	
Sheraton Pleasanton	Pleasanton	460-8800	\$75-95

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beau Rivage	Alameda	523-1660	M
Ducks & Company	Oakland	562-6100	M
Pandanus	Concord	827-2000	M
Pavilion Room	Oakland	843-3000	M
Restaurant Metropole	Berkeley	848-3080	M
Rue de Main	Hayward	537-0812	M
Trader Vic's	Emeryville	653-3400	M
Wente Bros. Wine Cellars	Livermore	447-3023	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. SE
Time: 35-45 min.
Taxi: \$16.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$36.00
Dollar: \$47.00
Hertz: \$42.00

OKLAHOMA CITY, OKLA.

VITAL STATISTICS

Population: 983,800
Households: 377,600
Median Age: 31.8
Total EBI: \$10,070,351,000
Median Hshld. EBI: \$20,239
Total Retail Sales: \$7,377,849,000
Buying Power Index: 3788
Chamber of Commerce: 278-8900
Convention & Visitors Bureau: 278-8912
Telephone Area Code: 405

MEAL & LODGING COSTS

Avg. Daily Lodging: \$67.00
Meals: B-\$5.33
L-\$9.08
D-\$19.09
PER DIEM
Total: \$100.50
Index: 74
TAX RATES
Meals: 7.0%
Lodging: 7.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Saddleback Inn	Oklahoma City	947-7000	\$45-62
Embassy Suites	Oklahoma City	682-6000	\$82-92
Holiday Inn	Shownee	273-3000	\$38-48
Holiday Inn-Airport West	Oklahoma City	942-8511	\$53-76

HOTELS/MOTELS

NAME	BOROUGH	PHONE	RATES
Marriott Oklahoma City	Oklahoma City	842-6633	\$95-107
Sheraton Century Center	Oklahoma City	235-2780	\$55-90
Sheraton Edmond	Edmond	341-3577	\$51-61
Sheraton Norman	Norman	364-2882	\$44-73

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Inn-West	Oklahoma City	947-7681	\$44-64
Holiday Inn-Airport West	Oklahoma City	942-8511	
Lincoln Plaza Hotel & Conference Center	Oklahoma City	528-2741	
Marriott Oklahoma City	Oklahoma City	842-6633	
Sheraton Century Center	Oklahoma City	235-2780	
Waterford Hotel	Oklahoma City	848-4782	\$69-89

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alaha Garden	Oklahoma City	686-0288	M
Applewoods	Oklahoma City	947-8484	M
Burgundy's	Oklahoma City	682-6000	M
Chaffield's	Oklahoma City	842-6633	M
Eagle's Nest	Oklahoma City	840-5655	M
Eddy's of Oklahoma City	Oklahoma City	787-2944	M
Greybill's	Oklahoma City	235-2780	M
Park Avenue Room	Oklahoma City	232-4411	M
Waterford	Oklahoma City	848-4782	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. SW
Time: 15-25 min.
Taxi: \$12.00
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$36.00
Budget: \$55.00
Dollar: \$37.00
Hertz: \$36.00

OMAHA, NEB.**VITAL STATISTICS**

Population: 622,800
Households: 232,200
Median Age: 31.1
Total EBI: \$8,302,897,000
Median Hshld. EBI: \$27,196
Total Retail Sales: \$4,402,049,000
Buying Power Index: 2664
Chamber of Commerce: 346-5000
Convention & Visitors Bureau: 444-4660
Telephone Area Code: 402

MEAL & LODGING COSTS

Avg. Daily Lodging: \$84.69
Meals: B-\$4.84
L-\$8.71
D-\$13.27

PER DIEM

Total: \$111.51

Index: 82

TAX RATES

Meals: 5.5%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western New Tower	Omaha	393-5500	\$39-52
Best Western Regency West	Omaha	397-8000	\$53-60
Embassy Suites	Omaha	397-5141	\$89-99
Marriott Omaha	Omaha	399-9000	\$90-100
Radisson Omaha	Omaha	342-1500	\$65-250
Ramada Central	Omaha	397-7030	\$59-74
Red Lion Inn	Omaha	346-7600	\$84-106
Sheraton Inn-Southwest	Omaha	895-1000	\$45-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Central	Omaha	393-3950	
Marriott Omaha	Omaha	399-9000	\$50-88
Red Lion Inn	Omaha	346-7600	\$84-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chardonnay	Omaha	399-9000	M
Di Coppia	Omaha	392-2807	M
French Cafe	Omaha	341-3547	M
Golden Apple	Omaha	397-2818	M
Maxine's	Omaha	346-7600	M-E
Neon Goose	Omaha	341-2063	M
Salvatore's	Omaha	553-1976	M
La Strada	Omaha	397-8389	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NE
Time: 5-10 min.
Taxi: \$5.50
Limo: \$5.50

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$30.00
Dollar: \$44.00
Hertz: \$45.00

ORLANDO, FLA.**VITAL STATISTICS**

Population: 989,700
Households: 379,100
Median Age: 33.3
Total EBI: \$12,437,865,000
Median Hshld. EBI: \$24,947
Total Retail Sales: \$8,130,784,000
Buying Power Index: 4316
Chamber of Commerce: 425-1234
Convention & Visitors Bureau: 345-8882
Telephone Area Code: 407

MEAL & LODGING COSTS

Avg. Daily Lodging: \$111.25

Meals: B-\$7.07

L-\$11.25

D-\$20.67

PER DIEM

Total: \$150.24

Index: 111

TAX RATES

Meals: 5.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Buena Vista Palace	Lake Buena Vista	827-2727	\$135-235
Delta Court of Flags	Orlando	351-3340	\$76-90
Disney Inn	Lake Buena Vista	824-2200	\$140-165
Embassy Suites	Orlando	345-8250	\$110
The Enclave	Orlando	351-1330	\$90-150
Gold Key Inn	Orlando	855-0050	\$60-88
Grosvenor Resort	Lake Buena Vista	828-4444	\$125-155
Harley Hotel-Orlando	Orlando	841-3220	\$75-105
Hilton Altamonte Springs	Altamonte Springs	830-1985	\$79-114
Hilton at Walt Disney World	Lake Buena Vista	827-4000	\$130-215
Holiday Inn-International Dr.	Orlando	351-3500	\$76-89
Holiday Inn-University	Orlando	275-9000	\$60-85
Holiday Inn-Crowne Plaza	Orlando	859-1500	\$79-110
Howard Johnson-Downtown	Orlando	843-8700	\$48-70
Howard Johnson-Fountain			
Park Plaza	Kissimmee	396-1111	\$59-100
Las Palmas Inn	Orlando	351-3900	\$60-80
Marriott Orlando	Orlando	351-2420	\$92-110
Marriott Orlando Airport	Orlando	851-9000	\$92-129
Omni International	Orlando	843-OMNI	\$105-135
Orlando Heritage Inn	Orlando	352-0008	\$75-85
Park Suite Hotel	Orlando	352-1400	\$95-135
Peabody-Orlando	Orlando	352-4000	\$135-180
Pickett Suites	Lake Buena Vista	934-1000	\$185-235
Polynesian Resort	Lake Buena Vista	824-2000	\$150-240
Quality Inn-North	Longwood	862-4000	\$42-48
Radisson Inn & Justus			
Aquatic Center	Orlando	345-0505	\$75-100
Radisson Inn Maingate	Kissimmee	396-1400	\$71-96
Radisson Plaza	Orlando	425-4455	\$98-158
Ramada Inn	Altamonte Springs	869-9000	\$54-64
Ramada Maingate East	Kissimmee	396-7000	\$75-97
Sheraton Lakeside Inn	Kissimmee	828-8250	\$78-98
Sheraton Orlando North	Maitland	660-9000	\$110-120
Sheraton World Resort	Orlando	352-1100	\$75-120
Sonesta Village	Orlando	352-8051	\$125-250
Stouffer Orlando	Orlando	351-5555	\$160-220
Wilson World Maingate	Kissimmee	396-6000	\$60-75

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Buena Vista Palace	Lake Buena Vista	827-2727	
Delta Court of Flags	Orlando	351-3340	\$52-75
Grosvenor Resort	Lake Buena Vista	828-4444	
Hilton Altamonte Springs	Altamonte Springs	830-1985	\$65-110
Hilton at Walt Disney World	Lake Buena Vista	827-4000	\$130-195
Holiday Inn-Florida Center	Orlando	351-4600	\$49-79
Holiday Inn-International Dr.	Orlando	351-3500	\$55-95
Holiday Inn-Crowne Plaza	Orlando	859-1500	\$65-90
Hyatt Orlando	Kissimmee	396-1234	
Hyatt Regency Grand Cypress	Lake Buena Vista	239-1234	
Marriott Orlando	Orlando	351-2420	\$80-112
Marriott Orlando Airport	Orlando	851-9000	\$79-109
Marriott Orlando World Center			
Omni International	Lake Buena Vista	239-4200	\$150-190
Orlando Twin Towers	Orlando	843-6664	
Peabody Orlando	Orlando	351-1000	\$50-90
Radisson Plaza	Orlando	352-4000	
Royal Plaza Hotel	Orlando	425-4455	\$75-140
Sheraton Orlando Airport	Lake Buena Vista	828-2828	\$80-140
Sheraton Orlando North	Orlando	859-2711	\$59-99
Sheraton World Resort	Maitland	660-9000	\$55-85
Stouffer Orlando	Orlando	352-1100	\$70-100
	Orlando	351-5555	\$110-200

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arthur's 27	Lake Buena Vista	827-2727	M-E
Bavarian Bierhaus	Orlando	351-0191	M
The Bubble Room	Maitland	628-3331	M
Cafe on the Park	Orlando	841-3220	M
Cascade	Lake Buena Vista	239-1234	M
Empress Room	Lake Buena Vista	828-3900	M-E
Enzo's	Longwood	834-9872	M
Jordan's Grove	Maitland	628-0020	M-E
Maison & Jardin	Altamonte Springs	862-4410	M
La Normandie	Orlando	896-9976	M
Papeete Bay Verandah	Lake Buena Vista	824-1391	M

METRO MARKET PROFILES

ORLANDO (cont.)

RESTAURANTS NAME	CITY	PHONE	PRICE CODE
Park Plaza Grill	Longwood	767-5272	M
Regent Court	Lake Buena Vista	239-4200	M
La Scala	Altamonte Springs	862-3257	M
Top of the World	Lake Buena Vista	824-3611	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. S
Time: 15-20 min.
Taxi: \$17.50
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$30.00
Budget: \$27.00
Dollar: \$30.00
Hertz: \$44.00

OXNARD-VENTURA, CAL.

VITAL STATISTICS

Population: 645,100
Households: 213,300
Median Age: 31.3
Total EBI: \$9,925,490,000
Median Hshld. EBI: \$37,196
Total Retail Sales: \$3,864,453,000
Buying Power Index: 2848
Chamber of Commerce: 487-6305/648-2875
Convention & Visitors Bureau: 485-8833/648-2075
Telephone Area Code: 805

MEAL & LODGING COSTS

Avg. Daily Lodging: \$93.19
Meals: B-\$6.80
L-\$9.25
D-\$16.86
PER DIEM
Total: \$126.10
Index: 93
TAX RATES
Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clocktower Inn	Ventura	652-0141	\$70-95
Country Inn	Ventura	653-1434	\$68-85
Country Inn at Port Hueneme	Port Hueneme	986-5353	\$70-78
Doubletree Hotel	Ventura	643-6000	\$85-115
Embassy Suites	Oxnard	984-2500	\$125-190
Holiday Inn-Thousand Oaks	Thousand Oaks	498-6733	\$56-75
Hyatt Westlake Plaza	Westlake Village	497-9991	\$89-127
Quality Inn-Finada Royale	Simi Valley	584-6300	\$62-101

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Doubletree Hotel	Ventura	643-6000	\$55-85
Harbortown Marina Resort	Ventura	658-1212	\$55-95
Hilton Financial Plaza	Oxnard	485-9666	\$60-70
Sirena Casa	Oxnard	985-6311	

RESTAURANTS**

NAME	CITY	PHONE	PRICE CODE
BJ's	Ventura	643-1232	M
The Lobster Trap	Oxnard	985-6361	M
Pierpoint Inn	Ventura	643-6144	M
Sportsman	Ventura	643-2851	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 1 mi. S
Time: 5 min.
Taxi: \$6.50
Limo: \$40.00

DAILY AUTO RENTAL

Avis: \$46.00
Budget: \$40.00
Dollar: N.A.
Hertz: \$48.00

** None of the restaurants in this metro area meet the established criteria for inclusion in the Survey's listings. Therefore, a sampling of local restaurants has been selected independently.

PHILADELPHIA, PA.

VITAL STATISTICS

Population: 4,909,700
Households: 1,823,600
Median Age: 34.0
Total EBI: \$68,734,834,000
Median Hshld. EBI: \$28,706
Total Retail Sales: \$35,844,743,000
Buying Power Index: 2,1747
Chamber of Commerce: 545-1234
Convention & Visitors Bureau: 800-CALLPHIL/636-3300
Telephone Area Code: 215 (Pennsylvania); 609 (New Jersey)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$122.50
Meals: B-\$8.00
L-\$10.93
D-\$23.99
PER DIEM
Total: \$165.42
Index: 122
TAX RATES
Meals: 6.0%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Philadelphia	581-5000	\$98-147
Guest Quarters-Airport	Philadelphia	365-6600	\$135-150
Guest Quarters-Plymouth Meeting	Plymouth Meeting	834-8300	\$125-165
Hershey Philadelphia	Philadelphia	893-1600	\$120-165
Hilton Mount Laurel	Mount Laurel, NJ	234-7300	\$85-125
Hilton Trevose	Trevose	638-8300	\$87-116
Holiday Inn-Trevose	Trevose	364-2000	\$95-115
Hyatt Cherry Hill	Cherry Hill, NJ	662-1234	\$95-140
Latham Hotel	Philadelphia	563-7474	\$124-171
Marriott Philadelphia Airport	Philadelphia	365-4150	\$115-125
Palace Suites	Philadelphia	963-2222	\$130-175
Radisson Cherry Hill Inn	Cherry Hill, NJ	662-7200	\$83-108
St. David's Inn	St. Davids	688-5800	\$89-104
Sheraton Poste Inn	Cherry Hill, NJ	428-2300	\$74-105
Sheraton Society Hill	Philadelphia	238-6000	\$150-210
Viscount Hotel	Mount Laurel, NJ	234-7000	\$72-82
The Warwick	Philadelphia	735-6000	\$120-155
Wayne Hotel	Wayne	687-5000	\$90-110
Wyndham Franklin Plaza	Philadelphia	448-2000	\$130-170

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Barclay Hotel	Philadelphia	545-0300	
Four Seasons Hotel	Philadelphia	963-1500	
George Washington Lodge	Plymouth Meeting	825-1530	
Guest Quarters-Airport	Philadelphia	365-6600	\$120-145
Guest Quarters-Plymouth Meeting	Plymouth Meeting	834-8300	\$120-230
Hershey Philadelphia	Philadelphia	893-1600	\$95-120
Hilton Mount Laurel	Mount Laurel, NJ	234-7300	
Hilton Philadelphia Airport	Philadelphia	755-9500	\$90-125
Holiday Inn-Center City	Philadelphia	561-7500	\$80-106
Hyatt Cherry Hill	Cherry Hill, NJ	662-1234	\$75-105
Marriott Philadelphia Airport	Philadelphia	365-4150	
Penn Tower Hotel	Philadelphia	387-8333	
Radisson Cherry Hill Inn	Cherry Hill, NJ	662-7200	\$83-110
Ramada Inn Airport	Essington, PA	521-9600	\$73-85
Sheraton Poste Inn	Cherry Hill, NJ	428-2300	
Sheraton Society Hill	Philadelphia	238-6000	\$109-205
Sheraton University City	Philadelphia	387-8000	\$80-90
Viscount Hotel	Mount Laurel, NJ	234-7000	\$40-65
Wyndham Franklin Plaza	Philadelphia	448-2000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alouette	Philadelphia	629-1126	M-E
Americus	Philadelphia	238-6656	M-E
*Le Bec Fin	Philadelphia	567-1000	E
*Bookbinder's Seafood	Philadelphia	545-1137	M-E
Cafe Nola	Philadelphia	627-2590	M
La Camargue, Inc.	Philadelphia	922-3148	M
Chef Tell's	Wayne, PA	964-1116	M
D'Medici	Philadelphia	922-3986	M
Di Lullo	Philadelphia	725-6000	M
Di Lullo's Centro	Philadelphia	546-2000	M
La Famiglia	Philadelphia	922-2803	M
La Fourchette	Wayne	687-8333	M
Garden	Philadelphia	546-4455	M
Il Gallo Nero	Philadelphia	546-8065	M
Monte Carlo Living Room	Philadelphia	925-2220	E
*Old Original Bookbinder's	Philadelphia	925-7027	M-E
San Marco	Bala Cynwyd	664-7844	M
Susanna Foo	Philadelphia	545-2666	M
La Truffe	Philadelphia	925-5062	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. SW
Time: 15-30 min.
Taxi: \$18.00
Limo: \$7.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$46.00
Dollar: \$39.00
Hertz: \$57.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

PHOENIX, ARIZ.

VITAL STATISTICS

Population: 2,057,600
Households: 809,800
Median Age: 32.6
Total EBI: \$26,355,271,000
Median Hshld. EBI: \$25,639
Total Retail Sales: \$15,473,301,000
Buying Power Index: 8796
Chamber of Commerce: 254-5521
Convention & Visitors Bureau: 800-528-0438/254-6500
Telephone Area Code: 602

MEAL & LODGING COSTS

Avg. Daily Lodging: \$133.68
Meals: B-\$6.25
L-\$7.94
D-\$15.94
PER DIEM
Total: \$163.81
Index: 121
TAX RATES
Meals: 7.5%
Lodging: 7.6%

METRO MARKET PROFILES

PHOENIX (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Grace			
Inn Ahwatukee	Phoenix	893-3000	\$83-93
Crescent Hotel	Phoenix	943-8200	\$105-135
Doubtree-Gateway Center	Phoenix	225-0500	\$69-140
Embassy Suites-Biltmore	Phoenix	955-3992	\$160-170
Embassy Suites-Scottsdale	Scottsdale	949-1414	\$138-148
Embassy Suites-Westside	Phoenix	279-3211	\$79-105
Executive Park	Phoenix	252-2100	\$127-138
Fiesta Inn	Tempe	967-1441	\$85-99
Fountains Suite Hotel	Phoenix	375-1777	\$96-265
Hilton Scottsdale	Scottsdale	948-7750	\$149-210
Hyatt Regency	Phoenix	252-1234	\$135-160
Les Jardins	Phoenix	234-2464	\$105-132
Ramada Renaissance	Mesa	898-8300	\$90-100
Red Lion La Posada	Scottsdale	952-0420	\$195-200
Scottsdale Conference Resort	Scottsdale	991-9000	\$190-225
Sunburst Resort Hotel & Conference Center	Scottsdale	945-7666	\$105-135
Westcourt	Phoenix	997-5900	\$125-135
Wyndham Paradise Valley	Scottsdale	947-5400	\$125-155

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Crescent Hotel	Phoenix	943-8200	\$90-120
Embassy Suites-Camelhead	Phoenix	244-8800	\$100-135
Embassy Suites-Scottsdale	Scottsdale	949-1414	\$60-135
Embassy Suites-Tempe	Tempe	897-7444	
Fiesta Inn	Tempe	967-1441	\$49-93
Fountains Suite Hotel	Phoenix	375-1777	
Hilton Pavilion	Mesa	833-5555	\$50-110
Hilton Scottsdale	Scottsdale	946-7750	
Holiday Inn & Holiday Corporate Center	Phoenix	943-2341	\$60-110
Hyatt Regency	Phoenix	252-1234	\$90-125
Hyatt Regency at Gainey Ranch	Scottsdale	991-3388	\$185-265
Marriott Camelback Inn	Scottsdale	948-1700	\$65-205
Marriott Mountain Shadows	Scottsdale	948-7111	
Marriott Suites	Scottsdale	945-1550	
Phoenix Golf & Tennis Resort	Scottsdale	941-8200	\$85-220
The Pointe at South Mountain	Phoenix	438-9000	\$60-190
The Pointe at Squaw Peak	Phoenix	997-2626	
The Pointe at Tapatia Cliffs	Phoenix	866-7500	\$180-240
Radisson Resort Camelview	Scottsdale	991-2400	
Ramada Renaissance	Mesa	698-8300	\$50-89
Ramada Valley Ho Resort	Scottsdale	945-6321	\$45-110
Red Lion La Posada	Scottsdale	952-0420	\$55-160
Regency Resort	Scottsdale	991-3800	
Scottsdale Conference Resort	Scottsdale	991-9000	\$105-190
Scottsdale Princess	Scottsdale	585-4848	
Sheraton Mission Palms	Tempe	894-1400	\$60-108
Sheraton Phoenix	Phoenix	257-1525	
Sheraton San Marcos	Chandler	963-6655	\$60-140
Sheraton Scottsdale	Scottsdale	948-5000	\$65-325
Stouffer Cottonwoods Resort	Scottsdale	991-1414	\$50-205
Sunburst Resort Hotel & Conference Center	Scottsdale	945-7666	\$40-120
Westcourt	Phoenix	997-5900	
Westcourt in the Buttes	Tempe	225-9000	\$75-205
Westin Arizona Biltmore	Phoenix	954-2525	\$70-280
Wyndham Paradise Valley	Scottsdale	947-5400	\$95-145

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Avanti's of Phoenix	Phoenix	956-0900	M
Avanti's of Scottsdale	Scottsdale	949-8333	M
Cafe De Perouges	Phoenix	263-8000	M
La Champagne	Scottsdale	991-3800	E
Chaparral Dining Room	Scottsdale	948-6644	M
La Chaumiere	Scottsdale	946-5115	M
8700	Scottsdale	994-8700	M
Etienne's Different			
Pointe at View	Phoenix	866-7500	E
La Fontanella	Phoenix	955-1213	M
*Garcia's	Scottsdale	945-1647	M
Golden Eagle	Phoenix	257-7700	M-E
La Hacienda	Scottsdale	585-4848	M
Januzzi Pointe at View	Phoenix	997-2626	M
Orange	Phoenix	955-6600	M
Pointe in Time	Phoenix	866-7500	M
Le Relais	Scottsdale	998-0921	M-E
Remington's	Scottsdale	951-5101	M
Vincent Guerthault on Camelback	Phoenix	224-0225	M
Voltaire	Scottsdale	948-1005	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 4 mi. SE
Time: 10-15 min.
Taxi: \$9.00
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$36.00
Budget: \$36.00
Dollar: \$40.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

PITTSBURGH, PA.

VITAL STATISTICS

Population: 2,109,100
Households: 830,900
Median Age: 36.1
Total EBI: \$25,506,383,000
Median Hshld. EBI: \$23,627
Total Retail Sales: \$13,247,975,000
Buying Power Index: 8291
Chamber of Commerce: 392-4500
Convention & Visitors Bureau: 800-821-1888/
281-7711
Telephone Area Code: 412

MEAL & LODGING COSTS

Avg. Daily Lodging: \$104.21
Meals: B-\$6.64
L-\$8.05
D-\$20.67
PER DIEM
Total: \$139.57
Index: 103
TAX RATES
Meals: 6.0%
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Harley Hotel	Pittsburgh	244-1600	\$72-90
Hilton & Towers	Pittsburgh	391-4600	\$100-135
Holiday Inn-Airport	Coraopolis	262-3600	\$100-114
Holiday Inn-Allegheny Valley	Pittsburgh	782-4200	\$70-82
Holiday Inn-McKnight Road	Pittsburgh	366-5200	\$80-100
Holiday Inn-North	Harmarville	828-9300	\$64-74
Hyatt at Chatham Center	Pittsburgh	471-1234	\$102-140
Marriott Coraopolis	Coraopolis	788-8800	\$123-155
Marriott Greentree	Pittsburgh	922-8400	\$103-140
Royce Hotel	Coraopolis	262-2400	\$102-117
Sheraton South Hills	Pittsburgh	343-4600	\$70-106
Sheraton Station Square	Pittsburgh	261-2000	\$108-140
Sheraton Warrendale	Mars	776-6900	\$62-99
Westin William Penn	Pittsburgh	281-7100	\$115-155

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton & Towers	Pittsburgh	391-4600	\$105-177
Holiday Inn-Airport	Coraopolis	262-3600	
Holiday Inn-Greentree	Pittsburgh	922-8100	
Hyatt at Chatham Center	Pittsburgh	471-1234	\$69-135
Marriott Greentree	Pittsburgh	922-8400	
Marriott Monroeville	Monroeville	373-7200	
Marriott Pittsburgh Airport	Coraopolis	788-8800	
Sheraton South Hills	Pittsburgh	343-4600	\$78-95
Sheraton Station Square	Pittsburgh	261-2000	\$78-104
Sheraton Warrendale	Mars	776-6900	\$65-75
Vista International	Pittsburgh	281-3700	\$79-117
Westin William Penn	Pittsburgh	281-7100	\$55-118

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Angel's Corner	Pittsburgh	682-1879	M
Carlton	Pittsburgh	391-4099	M
Christopher's	Mt. Washington	381-4500	M
Colony	Pittsburgh	561-2060	M-E
D'Imperio's	Pittsburgh	823-4800	M-E
Hugo's Rotisserie	Pittsburgh	288-9326	M
Hyeholde	Coraopolis	264-3116	M-E
Le Mont	Mt. Washington	431-3100	M
La Normande	Pittsburgh	621-0744	M-E
Piccola Monda	Green Tree	922-0920	M-E
Poli's	Pittsburgh	521-6400	M
Sgro's	Pittsburgh	787-1234	M
*Tambellini's	Pittsburgh	391-1091	M
Terrace Room	Pittsburgh	281-7100	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. W
Time: 35-40 min.
Taxi: \$27.00
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$46.00
Budget: \$55.00
Dollar: \$45.00
Hertz: \$65.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

PORTLAND, MAINE

VITAL STATISTICS

Population: 234,300
Households: 91,800
Median Age: 33.6
Total EBI: \$3,265,596,000
Median Hshld. EBI: \$26,589
Total Retail Sales: \$2,904,887,000
Buying Power Index: 1254
Chamber of Commerce: 772-2811
Convention & Visitors Bureau: 772-4994
Telephone Area Code: 207

MEAL & LODGING COSTS

Avg. Daily Lodging: \$83.13
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 5.0%
Lodging: 2.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Days Inn-John Martin's			
Merry Manor	Portland	774-6151	\$60-105
Holiday Inn-West	Portland	774-5601	\$78-88
Howard Johnson	Portland	774-5861	\$59-88
Sheraton Tara	South Portland	775-6161	\$55-132

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	RATES
Holiday Inn by the Bay	Portland	775-2311	\$51-86
Sheraton Tara	South Portland	775-6161	\$60-92
Sonesta Hotel-Portland	Portland	775-5411	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Di Milla's on the Waterfront	Portland	772-2216	M
The Galley	Falmouth	781-4262	M
The Roma	Portland	773-9873	M
Seamen's Club	Portland	772-7311	M
Silver Shell	South Portland	775-0555	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi.
Time: 10 min.
Taxi: \$6.00
Limo: \$30.00

DAILY AUTO RENTAL

Avis: \$38.00
Budget: \$51.00
Dollar: \$37.00
Hertz: \$60.00

PORTLAND, ORE.**VITAL STATISTICS**

Population: 1,179,300
Households: 469,200
Median Age: 32.7
Total EBI: \$15,528,653,000
Median Hshld. EBI: \$26,430
Total Retail Sales: \$8,944,810,000
Buying Power Index: 5123
Chamber of Commerce: 228-9411
Convention & Visitors Bureau: 222-2223
Telephone Area Code: 503

MEAL & LODGING COSTS

Avg. Daily Lodging: \$81.06
Meals: B-\$4.46
L-\$6.96
D-\$15.94
PER DIEM
Total: \$108.42
Index: 80
TAX RATES
Meals: N/A
Lodging: 9.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Tigard	644-4000	\$68-99
Hilton Hotel	Portland	226-1611	\$82-112
The Monarch	Clackamas	652-1515	\$62-68
Portland Inn	Portland	221-1611	\$60-65
Red Lion Inn-Columbia River	Portland	283-2111	\$69-99
Red Lion Inn-Jantzen Beach	Portland	283-4466	\$84-106
Red Lion Inn-Portland Center	Portland	221-0450	\$69-90
Sheraton Portland Airport	Portland	281-2500	\$82-110
Viscount	Portland	233-2401	\$62-72

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Hotel	Portland	226-1611	\$82-112
Holiday Inn-Airport	Portland	256-5000	\$70-86
Marriott Portland	Portland	226-7600	\$75-113
Red Lion Inn-Columbia River	Portland	283-2111	\$65-75
Red Lion Inn-Jantzen Beach	Portland	283-4466	\$70-85
Red Lion Inn-Lloyd Center	Portland	281-6111	\$72-85
Sheraton Portland Airport	Portland	281-2500	\$68-80

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alexander's	Portland	226-1611	M-E
Couch Street Fish House	Portland	223-6173	M
Fernwood Inn	Milwaukie	659-1735	M
Genoa	Portland	238-1464	M-E
Heathman	Portland	241-4100	M
*Jake's Famous Crawfish	Portland	226-1419	M
London Grill	Portland	228-2000	M
Maxi's (Jantzen Beach)	Portland	283-4466	M
Maxi's (Lloyd Center)	Portland	281-6111	M
Misty's	Portland	283-2111	M
Plainfield's Mayur	Portland	223-2995	M
Red Lion-Portland Center	Portland	221-0450	M
River Queen	Portland	228-8633	M
Sweet Tröbie Dunbar	Portland	232-1801	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. NE
Time: 25-30 min.
Taxi: \$20.50
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$46.00
Dollar: \$35.00
Hertz: \$43.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

PROVIDENCE-PAWTUCKET-WOONSOCKET, R.I.**VITAL STATISTICS**

Population: 908,700
Households: 335,500
Median Age: 34.6
Total EBI: \$11,664,156,000
Median Hshld. EBI: \$26,087
Total Retail Sales: \$6,377,299,000
Buying Power Index: 3805
Chamber of Commerce: 521-5000/722-3400/
762-1730
Convention & Visitors Bureau: 274-1636
Telephone Area Code: 401 (Rhode Island); 617 (Massachusetts)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$103.67
Meals: B-\$5.54
L-\$8.54
D-\$14.52
PER DIEM
Total: \$132.27
Index: 98
TAX RATES
Meals: 6.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Johnson & Wales Inn	Seekonk, MA	336-8700	\$55-65
Marriott Providence	Providence	272-2400	\$112-136
Omni Baltimore	Providence	421-0700	\$84-170

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Marriott Providence	Providence	272-2400	\$78-102
Omni Baltimore	Providence	421-0700	\$69-145

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Audrey's	Seekonk, MA	336-4636	M
Great House	Warwick	739-8600	M
Mr. Marco	Warwick	885-2120	M
Plantations Room	Warwick	738-0023	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. S
Time: 15-20 min
Taxi: \$15.00
Limo: \$5.75

DAILY AUTO RENTAL

Avis: \$54.00
Budget: \$40.00
Dollar: \$40.00
Hertz: \$50.00

RALEIGH-DURHAM, N.C.**VITAL STATISTICS**

Population: 688,000
Households: 266,100
Median Age: 30.9
Total EBI: \$9,287,452,000
Median Hshld. EBI: \$26,371
Total Retail Sales: \$4,795,120,000
Buying Power Index: 2948
Chamber of Commerce: 833-3005/682-2133
Convention & Visitors Bureau: 800-868-6666
Telephone Area Code: 919

MEAL & LODGING COSTS

Avg. Daily Lodging: \$88.38
Meals: B-\$5.95
L-\$10.09
D-\$21.82
PER DIEM
Total: \$126.24
Index: 93
TAX RATES
Meals: 5.0%
Lodging: 3.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Brownstone Hotel	Raleigh	828-0811	\$55-87
Brownstone Inn	Durham	286-7761	\$54-77
Carolina Inn	Chapel Hill	933-2001	\$39-73
Governor's Inn at the Park	Durham	549-8631	\$90-115
Hilton Durham	Durham	383-8033	\$60-90
Hilton Towers-North Raleigh	Raleigh	872-2323	\$65-96
Marriott	Raleigh	781-7000	\$109-119
Omni Europa	Chapel Hill	968-4900	\$86-98
Pickett Suite	Durham	361-4660	\$115-225
Quality Inn-Mission Valley	Raleigh	828-3173	\$59-67
Quality Inn-Plantation	Raleigh	876-1411	\$55-70
Sheraton Imperial	Morrisville	941-5050	\$96-135
Sheraton University Center	Durham	383-8575	\$69-94

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton North Raleigh	Raleigh	872-2323	
Marriott Hotel	Raleigh	781-7000	
Omni Durham Hotel	Durham	683-6664	
Omni Europa Hotel	Chapel Hill	968-4900	
Quality Inn-Mission Valley	Raleigh	828-3173	
Radisson Plaza	Raleigh	834-9900	
Sheraton Crabtree	Raleigh	787-7111	\$42-62
Sheraton Imperial	Morrisville	941-5050	
Sheraton University Center	Durham	383-8575	\$59-90

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
*Angus Barn, Ltd.	Raleigh	787-3505	M
Bakatsias Cuisine	Durham	383-8502	M
Charter Room	Raleigh	828-0333	M

METRO MARKET PROFILES

RALEIGH (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Fearrington House	Pittsboro	967-7770	M-E
Galeria at the Park	Durham	549-8631	M
Joel Lane's	Raleigh	828-3173	M
Oliver's Signature	Durham	383-8575	M
Rubens	Chapel Hill	968-4900	M-E
Scotch Bonnets	Raleigh	781-7000	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi.
Time: 20-25 min.
Taxi: \$19.00
Limo: \$10.00

DAILY AUTO RENTAL

Avis: \$40.00
Budget: \$61.00
Dollar: \$46.00
Hertz: \$56.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner

RICHMOND-PETERSBURG, VA.

VITAL STATISTICS

Population: 843,400
Households: 307,500
Median Age: 32.5
Total EBI: \$11,287,677,000
Median Hshld. EBI: \$29,463
Total Retail Sales: \$6,546,647,000
Buying Power Index: 3724
Chamber of Commerce: 648-1234/733-8132
Convention & Visitors Bureau: 782-2777
Telephone Area Code: 804

MEAL & LODGING COSTS

Avg. Daily Lodging: \$90.50
Meals: B-\$7.28
L-\$11.08
D-\$23.14
PER DIEM
Total: \$132.00
Index: 98
TAX RATES
Meals: 7.0%
Lodging: 6.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Commerce Center	282-8585	\$89-144
Hyatt Richmond	Richmond	285-1234	\$89-123
Marriott Courtyard	Richmond	282-1881	\$58-68
Marriott Richmond	Richmond	643-3400	\$97-120
Omni Richmond	Richmond	344-7000	\$90-115
Quality Inn-Steven Kent	Petersburg	733-0600	\$40-50
Sheraton Airport	Richmond	226-4300	\$75-109

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Fanny's	Richmond	285-9951	\$48-78
Hyatt Richmond-Brookfield	Richmond	285-1234	\$59-89
Marriott Richmond	Richmond	643-3400	\$59-119
Sheraton Jefferson	Richmond	788-8000	\$75-105
Sheraton Park South	Richmond	323-1144	\$50-68

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Chardonnay's	Richmond	643-3400	M
Hugo's	Richmond	285-1234	M
Lemarie	Richmond	788-8000	M
La Petite France	Richmond	353-8729	M
*Tobacco Company	Richmond	782-9431	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 7 mi. SE
Time: 20-30 min.
Taxi: \$17.00
Limo: \$10.25

DAILY AUTO RENTAL

Avis: \$40.00
Budget: \$46.00
Dollar: \$30.00
Hertz: \$37.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner

RIVERSIDE-SAN BERNARDINO, CAL.

VITAL STATISTICS

Population: 2,287,700
Households: 816,100
Median Age: 32.5
Total EBI: \$29,506,910,000
Median Hshld. EBI: \$27,135
Total Retail Sales: \$12,807,017,000
Buying Power Index: 9007
Chamber of Commerce: 683-7100/885-7515
Convention & Visitors Bureau: 787-7950
Telephone Area Code: 714 (Lake Arrowhead/
Ontario/Rancho Cucamonga/Riverside/San
Bernardino), 619 (Cathedral City/Indian Wells/
La Quinta/Palm Desert/Palm Springs/
Rancho Mirage)

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$130.39
Meals: B-\$5.71
L-\$6.96
D-\$11.64
PER DIEM
Total: \$154.70
Index: 114
TAX RATES
Meals: 6.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion-Ontario Airport	Ontario	986-8811	\$82-111
Embassy Suites	Palm Desert	340-6600	\$169-179
Erawan Garden Hotel	Indian Wells	346-8021	\$100-127
Gene Autry Hotel	Palm Springs	328-1171	\$75-165
Hilton Ontario Airport	Ontario	890-0400	\$75-115
Plaza Resort & Racquet Club	Palm Springs	320-6868	\$185-205
Sheraton Riverside	Riverside	784-8000	\$75-89
La Siesta Villas	Palm Springs	325-2269	\$130-155
Spa Hotel & Mineral Springs	Palm Springs	325-1461	\$130-180

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Clarion-Ontario Airport	Ontario	986-8811	
Desert Princess Resort	Cathedral City	322-7000	\$60-180
Embassy Suites	Palm Desert	340-6600	
Hilton Lodge	Lake Arrowhead	336-1511	\$75-175
Hilton Ontario Airport	Ontario	980-0400	
Hyatt Grand Champions Resort	Indian Wells	341-1000	\$70-235
Marriott Desert Springs	Palm Desert	341-2211	
Marriott Rancho Las Palmas	Rancho Mirage	568-2727	
Mission Hills Resort	Rancho Mirage	328-5955	
Palm Springs Marquis	Palm Springs	322-2121	\$70-195
Palm Springs Plaza	Palm Springs	320-6868	
La Quinta Hotel & Resort	La Quinta	564-4111	\$70-260
Radisson Palm Springs	Palm Springs	327-8311	\$119-169
Red Lion Inn-Ontario	Ontario	983-0909	
Stauffer Esmeralda	Indian Wells	773-4000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cabrillo	Rancho Mirage	568-2727	M-E
Las Casuelas Nuevas	Rancho Mirage	328-8844	M
Dar Maghreb	Rancho Mirage	568-9486	M
Eveleen's	Palm Springs	325-4766	M
Le Jardin	Palm Springs	322-9000	M-E
Jasmine	Indian Wells	341-1000	E
Lakeview	Palm Desert	341-2211	M-E
Mancuso's	Palm Desert	340-6610	M
Melvyn's Ingleside	Palm Springs	325-2323	M
Sycamore Inn	Rancho Cucamonga	982-1104	M
Tapestry	Palm Springs	320-6868	M
Truffles	Rancho Mirage	328-5955	M-E
Le Vallauris	Palm Springs	325-5059	M-E
Wally's Desert Turtle	Rancho Mirage	568-9321	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 15 mi. NW
Time: 20 min.
Taxi: \$24.00
Limo: \$17.50

DAILY AUTO RENTAL

Avis: \$54.00
Budget: \$30.00
Dollar: N.A.
Hertz: \$46.00

ROCHESTER, N.Y.

VITAL STATISTICS

Population: 993,300
Households: 368,900
Median Age: 32.8
Total EBI: \$13,377,273,000
Median Hshld. EBI: \$28,235
Total Retail Sales: \$6,705,230,000
Buying Power Index: 4215
Chamber of Commerce: 454-2220
Convention & Visitors Bureau: 546-3070
Telephone Area Code: 716

MEAL & LODGING COSTS

Avg. Daily Lodging: \$89.45
Meals: B-\$6.10
L-\$9.03
D-\$19.52
PER DIEM
Total: \$124.10
Index: 92
TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Brookwood Inn	Pittsford	248-9000	\$74-82
Depot Motor Inn	Pittsford	381-9900	\$72-80
Hilton Rochester	Rochester	475-1910	\$60-99
Holiday Inn-Airport	Rochester	328-6000	\$79-112
Holiday Inn-Genesee Plaza	Rochester	546-6400	\$78-84
Holiday Inn-South	Rochester	475-1510	\$79-96
Marriott Airport	Rochester	225-6880	\$79-125
Stauffer Rochester Plaza	Rochester	546-3450	\$99-139
Strathallan Hotel	Rochester	461-5010	\$88-108
Woodcliff Lodge	Rochester	248-4620	\$70-90

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Genesee Plaza	Rochester	546-6400	\$62-76
Marriott Thruway	Rochester	359-1800	\$68-88
Stauffer Rochester Plaza	Rochester	546-3450	\$49-134

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brandston's	Rochester	461-3756	M
Changing Scene	Rochester	232-3030	M
Chapel's	Rochester	232-2300	M
Crescent Beach Hotel	Rochester	227-3600	M
Daisy Flour Mill	Rochester	381-1880	M
The Depot	Rochester	381-9991	M
Edwards	Rochester	423-0140	M
Glen Edith	Webster	671-6200	M
Jim Rund's	Rochester	424-2424	M
Richardson's Canal House	Pittsford	248-5000	M-E
Spring House	Rochester	586-2300	M
Strathallan	Rochester	461-5010	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. SW
Time: 10-20 min.
Taxi: \$9.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$46.00
Dollar: \$42.00
Hertz: \$49.00

SACRAMENTO, CAL.

VITAL STATISTICS

Population: 1,398,200
Households: 543,400
Median Age: 32.5
Total EBI: \$20,327,101,000
Median Hshld. EBI: \$28,430
Total Retail Sales: \$9,525,096,000
Buying Power Index: 6190
Chamber of Commerce: 443-3771
Convention & Visitors Bureau: 442-5542
Telephone Area Code: 916

MEAL & LODGING COSTS

Avg. Daily Lodging: \$85.86
Meals: B-\$5.82
L-\$8.81
D-\$15.99
PER DIEM
Total: \$116.48
Index: 86
TAX RATES
Meals: 6.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Beverly Garland Hotel	Sacramento	929-7900	\$62-85
Clarion	Sacramento	444-8000	\$88-108
Hilton Inn	Sacramento	922-4700	\$85-117
Holiday Inn-Capitol Plaza	Sacramento	446-0100	\$80-90
Marriott Courtyard	Rancho Cordova	638-3800	\$64-78
Red Lion Inn	Sacramento	929-8855	\$64-97
Sheraton Sunrise Hotel & Towers	Rancho Cordova	638-1100	\$77-107

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Beverly Garland Hotel	Sacramento	929-7900	\$55-75
Hilton Inn	Sacramento	922-4700	\$65-90
Radisson Hotel	Sacramento	922-6251	
Red Lion Inn	Sacramento	929-8855	
Red Lion Sacramento	Sacramento	922-8041	\$57-82

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Capriccio	Rancho Cordova	638-1100	M
Misty's	Sacramento	922-8041	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 11 mi. NW
Time: 15-25 min.
Taxi: \$18.50
Limo: \$5.50

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$41.00
Dollar: \$40.00
Hertz: \$42.00

SALT LAKE CITY-OGDEN, UTAH

VITAL STATISTICS

Population: 1,068,500
Households: 346,600
Median Age: 27.7
Total EBI: \$10,430,112,000
Median Hshld. EBI: \$24,826
Total Retail Sales: \$6,415,645,000
Buying Power Index: 3738
Chamber of Commerce: 364-3631/621-8300
Convention & Visitors Bureau: 521-2822
Telephone Area Code: 801

MEAL & LODGING COSTS

Avg. Daily Lodging: \$84.00
Meals: B-\$6.74
L-\$8.81
D-\$15.77
PER DIEM
Total: \$115.32
Index: 85
TAX RATES
Meals: 6.25%
Lodging: 9.85%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Embassy Suites	Salt Lake City	359-7800	\$72-99
Hilton Hotel	Salt Lake City	532-3344	\$68-105
Little America	Salt Lake City	363-6781	\$43-99
Marriott	Salt Lake City	531-0800	\$75-115
Ogden Hilton	Ogden	627-1190	\$59-101
Peery Hotel	Salt Lake City	521-4300	\$50-100
Red Lion Inn	Salt Lake City	328-2000	\$85-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Doubletree Hotel	Salt Lake City	531-7500	
Hilton Airport	Salt Lake City	539-1515	
Hilton Hotel	Salt Lake City	532-3344	
Little America	Salt Lake City	363-6781	
Marriott	Salt Lake City	531-0800	\$65-90
Ogden Hilton	Ogden	627-1190	
Red Lion Inn	Salt Lake City	328-2000	\$55-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
L'Abeille	Salt Lake City	531-0800	M
La Caille at Quail Run	Salt Lake City	942-1751	M-E
La Fleur de Lys	Salt Lake City	359-5753	M
Towne Hall	Salt Lake City	532-3344	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. NW
Time: 15-15 min.
Taxi: \$9.75
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$45.00
Dollar: \$44.00
Hertz: \$45.00

SAN ANTONIO, TEX.

VITAL STATISTICS

Population: 1,298,200
Households: 442,200
Median Age: 30.4
Total EBI: \$12,947,065,000
Median Hshld. EBI: \$21,316
Total Retail Sales: \$7,467,182,000
Buying Power Index: 4529
Chamber of Commerce: 229-2100
Convention & Visitors Bureau: 800-531-8700/
270-8700
Telephone Area Code: 512

MEAL & LODGING COSTS

Avg. Daily Lodging: \$101.07
Meals: B-\$5.33
L-\$8.71
D-\$23.77
PER DIEM
Total: \$138.88
Index: 106
TAX RATES
Meals: 7.5%
Lodging: 13.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Alsatian Inn	Castroville	538-2262	\$60-71
Crockett	San Antonio	225-6500	\$65-115
Embassy Suites-Airport	San Antonio	525-9999	\$94-104
Embassy Suites-Northwest	San Antonio	340-5421	\$79-99
Emily Morgan	San Antonio	225-8486	\$67-150
Fairmont Hotel	San Antonio	224-8800	\$115-175
Hilton Palacio Del Rio	San Antonio	222-1400	\$110-160
Holiday Inn-Airport	San Antonio	349-9900	\$59-99
Holiday Inn-Riverwalk	San Antonio	224-2500	\$74-92
Hyatt Regency	San Antonio	222-1234	\$109-145
La Mansion Del Norte	San Antonio	341-3535	\$79-114
Marriott Courtyard	San Antonio	828-7200	\$52-62
Marriott Riverwalk	San Antonio	224-4555	\$115-155
Radisson Gunter	San Antonio	227-3241	\$86-109
Wyndham Hotel	San Antonio	691-8888	\$94-124

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Palacio Del Rio	San Antonio	222-1400	\$120-175
Hyatt Regency	San Antonio	222-1234	\$89-119
Marriott North	San Antonio	340-6000	
Marriott Rivercenter	San Antonio	223-1000	
Marriott Riverwalk	San Antonio	224-4555	\$89-127
Menger Hotel	San Antonio	223-4361	\$50-72
Plaza San Antonio	San Antonio	229-1000	\$80-110
Radisson Gunter	San Antonio	227-3241	\$79-109
St. Anthony Intercontinental	San Antonio	227-4392	
Wyndham Hotel	San Antonio	691-8888	\$92-112

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Anaqua Room	San Antonio	229-1000	M-E
Las Canarias	San Antonio	225-2581	M
Crumpet's	San Antonio	821-5454	M
Crystal Baking Co.	San Antonio	826-2371	M
The Fairmount	San Antonio	224-8800	E
Fig Tree	San Antonio	224-1976	E
La Louisiane	San Antonio	225-7984	M-E
PJ's	San Antonio	225-8400	M
La Provence	San Antonio	225-0722	M
San Angel	San Antonio	341-5897	M

METRO MARKET PROFILES

SAN ANTONIO(cont.)

AIRPORT-TO-CITY TRANSPORTATION

Distance: 8 mi. NW
Time: 15-20 min.
Taxi: \$10.75
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$39.00
Dollar: \$39.00
Hertz: \$38.00

SAN DIEGO, CAL.

VITAL STATISTICS

Population: 2,382,000
Households: 867,400
Median Age: 31.5
Total EBI: \$36,146,308,000
Median Hshld. EBI: \$29,555
Total Retail Sales: \$16,135,201,000
Buying Power Index: 1.0776
Chamber of Commerce: 232-0124
Convention & Visitors Bureau: 232-3101
Telephone Area Code: 619

MEAL & LODGING COSTS

Avg. Daily Lodging: \$120.67
Meals: B-\$6.42
L-\$11.47
D-\$17.40
PER DIEM
Total: \$155.96
Index: 115
TAX RATES
Meals: 6.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bahia Hotel	San Diego	488-0551	\$100-125
Bay Club Hotel & Marina	San Diego	224-8888	\$98-144
Best Western Hacienda	San Diego	298-4707	\$95-115
Best Western Oceanside	Oceanside	722-1821	\$56-95
Best Western Rancho Bernardo	San Diego	485-6530	\$73-93
Doubletree Hotel	San Diego	543-9000	\$95-145
Embassy Suites La Jolla	San Diego	453-0400	\$129-179
Empress Hotel	La Jolla	454-3001	\$95-130
Executive Hotel & Club	San Diego	232-6141	\$110-150
Hanalei Hotel	San Diego	297-1101	\$75-135
Hilton Beach & Tennis Resort	San Diego	276-4010	\$110-195
Holiday Inn-Montgomery Field	San Diego	277-8888	\$72-86
Horton Grand	San Diego	544-1866	\$89-135
Marriott La Jolla	La Jolla	587-1414	\$127-165
Quails Inn	Escondido	744-0120	\$63-78
Sea Lodge	La Jolla	459-8271	\$125-190
Sheraton Grand on Harbor Island	Harbor Island	291-6400	\$125-175
Sheraton Harbor Island East	Harbor Island	291-2900	\$115-180
Town & Country	San Diego	291-7131	\$72-121
U.S. Grant Hotel	San Diego	232-3121	\$135-165
La Valencia	La Jolla	454-0771	\$108-200

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bahia Resort Hotel	San Diego	488-0551	\$76-80
Catamaran Resort Hotel	San Diego	488-1081	\$95-140
Del Coronado Hotel	Coronado	522-8011	\$139-625
Hanalei Hotel	San Diego	297-1101	\$75-90
Hilton Beach & Tennis Resort	San Diego	276-4010	\$116-193
Holiday Inn-Montgomery Field	San Diego	277-8888	\$59-68
La Jolla Village Inn	La Jolla	453-5500	\$60-80
Marriott Hotel & Marina	San Diego	234-1500	\$85-140
Marriott La Jolla	La Jolla	587-1414	\$135-200
Meriden Coronado	Coronado	435-3000	\$135-200
Omni San Diego	San Diego	239-2200	\$115-165
Rancho Bernardo Inn	San Diego	487-1611	\$115-165
San Diego Princess Hotel	San Diego	274-4630	\$115-265
Sheraton Grand on Harbor Island	Harbor Island	291-6400	\$100-150
Sheraton Harbor Island East	Harbor Island	692-2200	\$95-150
Town & Country	San Diego	291-7131	\$95-145
U.S. Grant Hotel	San Diego	232-3121	\$98-134
Westgate Hotel	San Diego	238-1818	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Abbey	San Diego	291-4779	M
*Anthony's Star of the Sea	San Diego	232-7408	M-E
Avanti	La Jolla	454-4288	M
Belgian Lion	San Diego	223-2700	M
El Bizcocho	San Diego	487-1611	M-E
*The Chart House	San Diego	233-7391	M
Le Corbier	La Jolla	456-8088	M
Di Canti Restaurant	La Jolla	454-1177	M
Le Fontainebleau	San Diego	238-1818	M
George's at the Cove	La Jolla	454-2444	M
Gustaf Anders	La Jolla	459-4499	M-E
Issimo	La Jolla	454-7004	M
Lubach's	San Diego	232-5129	M
Manhattan	La Jolla	454-1182	M
Mister A's	San Diego	239-1377	M
Orchids	La Jolla	587-1414	M
Pacific Grill	San Diego	696-9226	M
Rainwater's	San Diego	233-5757	M
Sheppard's	San Diego	291-2900	M-E
Sky Room	La Jolla	454-0771	M-E
Tradewinds	San Diego	276-4010	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. NW
Time: 5-10 min.
Taxi: \$5.50
Limo: \$4.00

DAILY AUTO RENTAL

Avis: \$30.00
Budget: \$42.00
Dollar: \$38.00
Hertz: \$46.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

SAN FRANCISCO, CAL.

VITAL STATISTICS

Population: 1,605,500
Households: 675,400
Median Age: 35.6
Total EBI: \$31,215,734,000
Median Hshld. EBI: \$34,227
Total Retail Sales: \$15,811,806,000
Buying Power Index: 9286
Chamber of Commerce: 392-4511
Convention & Visitors Bureau: 974-6900
Telephone Area Code: 415

MEAL & LODGING COSTS

Avg. Daily Lodging: \$141.18
Meals: B-\$12.24
L-\$17.18
D-\$41.99
PER DIEM
Total: \$212.59
Index: 157
TAX RATES
Meals: 6.5%
Lodging: 11.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Clarion Hotel Airport	Millbrae	692-6363	\$90-120
Dunfey San Mateo	San Mateo	573-7661	\$90-125
Embassy Suites	Burlingame	342-4600	\$119-134
Fairmont Hotel & Tower	San Francisco	772-5000	\$145-260
Galleria Park	San Francisco	781-3060	\$99-111
Handley Hotel-Union Square	San Francisco	781-7800	\$77-105
Hilton San Francisco Airport	Millbrae	589-0770	\$109-135
Holiday Inn-Union Square	San Francisco	398-8900	\$130-150
Hotel Nikko	San Francisco	394-1111	\$150-215
Hyatt on Union Square	San Francisco	398-1234	\$218-248
Hyatt Regency	San Francisco	788-1234	\$185-258
Kensington Park	San Francisco	788-6400	\$95-111
Majestic Hotel	San Francisco	441-1100	\$75-130
Marriott Airport	Burlingame	692-9100	\$150-170
Marriott Fisherman's Wharf	San Francisco	775-7555	\$126-180
Meriden Hotel	San Francisco	974-6400	\$150-290
Miyako Hotel	San Francisco	922-3200	\$93-155
Orchard Hotel	San Francisco	433-4474	\$93-110
Radisson Airport	South San Francisco	873-3550	\$78-105
Ramada at Fisherman's Wharf	San Francisco	885-4700	\$120-175
Ramada Renaissance	San Francisco	392-8000	\$130-195
The Regis	San Francisco	928-7900	\$92-250
Sheraton Palace	San Francisco	392-8600	\$95-165
Sofitel	Redwood City	598-9000	\$125-140
York Hotel	San Francisco	885-6800	\$89-99

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Amfac Hotel	Burlingame	347-5444	\$85-250
Cathedral Hill Hotel	San Francisco	776-8200	\$95-125
Clarion Hotel Airport	Millbrae	692-6363	\$65-95
Dunfey San Mateo	San Mateo	573-7661	\$140-260
Fairmont Hotel & Tower	San Francisco	772-5000	
Hilton San Francisco Airport	Millbrae	589-0770	
Hilton San Francisco & Towers	San Francisco	771-1400	\$95-180
Holiday Inn-Airport	South San Francisco	589-7200	
Holiday Inn-Crowne Plaza	Burlingame	340-8500	
Holiday Inn-Golden Gateway	San Francisco	441-4000	\$90-115
Hyatt on Union Square	San Francisco	398-1234	\$218-248
Hyatt Park	San Francisco	392-1234	\$175-260
Hyatt Regency	San Francisco	788-1234	\$115-205
Hyatt Regency Burlingame	Burlingame	347-1234	
Mark Hopkins International Hotel	San Francisco	392-3434	\$150-170
Marriott Airport	Burlingame	692-9100	
Marriott San Francisco	San Francisco	896-1600	
Meriden Hotel	San Francisco	974-6400	\$140-225
Miyako Hotel	San Francisco	922-3200	
Portman Hotel	San Francisco	771-8600	
Ramada at Fisherman's Wharf	San Francisco	885-4700	\$75-95
Ramada Renaissance	San Francisco	392-8000	
Sheraton Airport	Burlingame	342-9200	\$64
Sheraton Palace	San Francisco	392-8600	\$90-160
Sir Francis Drake	San Francisco	392-7755	\$85-135
Sofitel	Redwood City	598-9000	
Villa Hotel	San Mateo	341-0966	\$55-75
Westin Airport	Millbrae	692-3500	\$95-140
Westin St. Francis	San Francisco	397-7000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
A. Sabella's	San Francisco	771-6775	M
Amelia's	San Francisco	397-4339	M
Barbarossa	Redwood City	369-2626	M
The Big 4	San Francisco	771-1140	M-E
Cafe Majestic	San Francisco	776-6400	M
Campton Place	San Francisco	781-5155	E
Carnelian Room	San Francisco	433-7500	M-E
Casa Madrona	Sausalito	331-5888	M
Le Castel	San Francisco	921-7115	M-E
Les Celebrities	San Francisco	394-1111	M-E
Cityscape	San Francisco	776-0215	E
*Cliff House	San Francisco	386-3331	
Le Club	San Francisco	771-5400	M
Corintia	San Francisco	392-3999	E
Donatello	San Francisco	441-7182	E
Doros	San Francisco	397-6822	M
*Empress of China	San Francisco	434-1345	M
*Ernie's	San Francisco	397-5969	M-E
L'Etoile	San Francisco	771-1529	M-E
Fleur de Lys	San Francisco	673-7779	M-E
*Fournou's Ovens	San Francisco	989-1910	M
The French Room	San Francisco	775-4700	M-E
Jin Jiang-Kee Joan's	Burlingame	348-1122	A
Penthouse	San Francisco	362-3042	M
Julius Castle	San Francisco	982-2388	M
Kan's	San Francisco	989-7154	M-E
Masa's	San Francisco	441-4140	M
Maxwell's Plum	San Francisco	392-3434	M
Nob Hill	San Francisco	392-1700	M
North Beach	San Francisco	981-7824	M
L'Olivier	Sausalito	332-0791	M
Ondine	San Francisco	974-6400	M
Pierre at Meridien	San Francisco	771-4383	M
*Scoma's	San Francisco	982-5536	M
The Shadows	San Francisco	986-2020	M
Silks	Sausalito	332-1500	M
*Spinnaker	San Francisco	772-5000	M
The Squire	San Francisco	391-2373	M
*Tadich Grill	San Francisco	397-4888	M
Tommy Toy's	San Francisco	956-7777	M-E
Victor's	San Francisco		

AIRPORT-TO-CITY TRANSPORTATION

Distance: 14 mi. S
Time: 20-35 min.
Taxi: \$24.00
Limo: \$4.00

DAILY AUTO RENTAL

Avis: \$42.00
Budget: \$50.00
Dollar: \$47.00
Hertz: \$46.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

SAN JOSE, CAL.

VITAL STATISTICS

Population: 1,437,400
Households: 508,900
Median Age: 31.7
Total EBI: \$26,185,653,000
Median Hshld. EBI: \$41,717
Total Retail Sales: \$11,385,889,000
Buying Power Index: 7518
Chamber of Commerce: 998-7000
Convention & Visitors Bureau: 800-752-2543/
295-9600
Telephone Area Code: 408 (Milpitas/San Jose/
Santa Clara/Sunnyvale); 415 (Palo Alto)

MEAL & LODGING COSTS

Avg. Daily Lodging: \$113.06
Meals: B-\$7.02
L-\$10.98
D-\$18.17
PER DIEM
Total: \$149.23
Index: 110
TAX RATES
Meals: 7.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Le Baron Hotel	San Jose	288-9200	\$109-129
Beverly Heritage	Milpitas	943-9080	\$85-105
Campbell Inn	Campbell	374-4300	\$80-135
Embassy Suites	Milpitas	942-0400	\$79-134
Embassy Suites	Santa Clara	496-6400	\$119-134
Hilton Sunnyvale	Sunnyvale	738-4888	\$89-125
Holiday Inn-Palo Alto	Palo Alto	328-2800	\$100-128
Holiday Inn-Park Center Plaza	San Jose	998-0400	\$73-90
Holiday Inn-Sunnyvale	Sunnyvale	245-5330	\$89-109
Hyatt Palo Alto	Palo Alto	493-0800	\$109-145
Hyatt Rickety's	Palo Alto	493-8000	\$109-154
Hyatt San Jose	San Jose	993-1234	\$99-159
Marriott	Santa Clara	988-1500	\$119-150
Radisson San Jose	San Jose	298-0100	\$99-109
Sheraton Sunnyvale	Sunnyvale	745-6000	\$92-108
Woodmark	Santa Clara	446-3030	\$112-142

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Doubletree Hotel	Santa Clara	986-0700	
Fairmont Hotel	San Jose	998-1900	\$125-170
Hilton Sainte Claire	San Jose	295-2000	
Hilton Sunnyvale	Sunnyvale	738-4888	
Hyatt Hotels of Palo Alto	Palo Alto	493-8000	
Hyatt San Jose	San Jose	993-1234	\$75-104
Marriott Santa Clara	Santa Clara	988-1500	\$45-135
Radisson San Jose Airport	San Jose	298-0100	\$80-125
Red Lion Inn	San Jose	279-0600	
Sheraton Sunnyvale	Sunnyvale	745-6000	\$94-110

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Alexander's	Santa Clara	988-1500	M-E
Emile's	San Jose	289-1960	M
Paola's	San Jose	294-2558	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. NW
Time: 10 min.
Taxi: \$7.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$44.00
Budget: \$40.00
Dollar: \$47.00
Hertz: \$49.00

SCRANTON-WILKES BARRE, PA.

VITAL STATISTICS

Population: 736,400
Households: 283,500
Median Age: 37.3
Total EBI: \$7,976,125,000
Median Hshld. EBI: \$21,341
Total Retail Sales: \$4,655,419,000
Buying Power Index: 2749
Chamber of Commerce: 342-7711/823-2101
Convention & Visitors Bureau: 342-7711
Telephone Area Code: 717

MEAL & LODGING COSTS

Avg. Daily Lodging: \$68.20
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 6.0%
Lodging: 6.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Geneth Lodge	Hazleton	454-2494	\$52-76
Holiday Inn	Wilkes-Barre	824-8901	\$53-74
Holiday Inn-Hazleton	Hazleton	455-2061	\$54-71
The Inn at Nichols Village	Clarks Summit	587-1135	\$68-94
Woodlands Inn and Resort	Wilkes-Barre	824-9831	\$45-95

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Sheraton Crossgates	Wilkes-Barre	824-7100	\$47-57

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Ryha House	Scranton	587-4124	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi.
Time: 15-20 min.
Taxi: \$12.00
Limo: \$10.50

DAILY AUTO RENTAL

Avis: \$39.00
Budget: \$39.00
Dollar: N.A.
Hertz: \$40.00

SEATTLE, WASH.

VITAL STATISTICS

Population: 1,842,500
Households: 748,400
Median Age: 32.8
Total EBI: \$30,101,049,000
Median Hshld. EBI: \$32,665
Total Retail Sales: \$14,380,428,000
Buying Power Index: 9033
Chamber of Commerce: 461-7200
Convention & Visitors Bureau: 447-4200
Telephone Area Code: 206

MEAL & LODGING COSTS

Avg. Daily Lodging: \$95.85
Meals: B-\$8.16
L-\$9.30
D-\$18.82
PER DIEM
Total: \$132.13
Index: 98
TAX RATES
Meals: 8.0%
Lodging: 12.9%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Airport Executal	Seattle	878-1814	\$61-82
Best Western Continental	Seattle	284-1900	\$54-66
Plaza	Bellevue	455-9444	\$67-80
Best Western Greenwood	Lynnwood	775-7447	\$44-55

METRO MARKET PROFILES

SEATTLE (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree Inn	Seattle	246-8220	\$72-82
Doubletree Suites	Seattle	575-8220	\$93-150
Hilton	Seattle	624-0500	\$91-156
Hilton Bellevue	Bellevue	455-3330	\$76-94
Hilton Seattle Airport	Seattle	244-4800	\$94-129
Holiday Inn-Bellevue	Bellevue	455-5240	\$71-86
Holiday Inn-Seattle North	Everett	745-2555	\$50-65
Holiday Inn-Crowne Plaza	Seattle	464-1980	\$130-157
Hyatt Airport	Seattle	244-6000	\$79-120
Inn at the Market	Seattle	446-4484	\$75-145
Marriott Sea-Tac	Seattle	241-2000	\$120-130
Mayflower Park	Seattle	623-8700	\$66-86
Meany Tower	Seattle	634-2000	\$74-88
Nendels Inn	Everett	258-4141	\$39-45
Red Lion-Bellevue Center	Bellevue	455-1515	\$63-79
Red Lion Inn-Bellevue	Bellevue	455-1300	\$99-128
Sheraton Hotel & Towers	Seattle	621-9000	\$143-189
Sorrento Hotel	Seattle	622-6400	\$110-130
Warwick	Seattle	443-4300	\$125-170
Westcoast Comlin	Seattle	682-0100	\$69-72
Westcoast Sea-Tac	Seattle	246-5535	\$62-72
Westin Seattle	Seattle	728-1000	\$100-200

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Edgewater Inn	Seattle	728-7000	
Four Seasons Olympic Hotel	Seattle	621-1700	
Hyatt Airport	Seattle	244-6000	
Marriott Sea-Tac	Seattle	241-2000	
Red Lion Inn-Bellevue	Bellevue	455-1300	
Red Lion Sea-Tac	Seattle	246-8600	
Sheraton Hotel & Towers	Seattle	621-9000	\$68-98
Stouffer Madison Hotel	Seattle	583-0300	
Westin Seattle	Seattle	728-1000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Cafe Alexis	Seattle	624-3646	M-E
Canlis	Seattle	283-3313	M-E
Fuller's	Seattle	621-9000	M-E
Georgian Room	Seattle	621-1700	M-E
Gerard's Relais de Lyon	Seattle	485-7600	M
Henry's Off Broadway	Seattle	329-8063	M-E
Hunt Club (Sorrento Hotel)	Seattle	622-6400	M
Labuznik	Seattle	441-8899	M-E
Latitude 47	Seattle	284-1047	M
Maxi's	Seattle	433-1892	M
Mirabeau	Seattle	624-4550	M-E
Palm Court (Westin Hotel)	Seattle	728-1000	M-E
Le Provencal	Kirkland	827-3300	M
*Ray's Boathouse	Seattle	789-3770	M
Rosellini's Four-10	Seattle	728-0410	M-E
Rosellini's Other Place	Seattle	623-7340	M
Simon's	Seattle	575-3500	M
Le Tastevin	Seattle	283-0991	M-E
Trader Vic's (Westin Hotel)	Seattle	728-1000	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. S
Time: 20-40 min.
Taxi: \$24.50
Limo: \$5.00

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$47.00
Dollar: \$43.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

SPRINGFIELD, ILL.

VITAL STATISTICS

Population: 194,800
Households: 79,800
Median Age: 33.5
Total EBI: \$2,311,315,000
Median Hshld. EBI: \$22,158
Total Retail Sales: \$1,414,224,000
Buying Power Index: 0.793
Chamber of Commerce: 525-1173
Convention & Visitors Bureau: 789-2360
Telephone Area Code: 217

MEAL & LODGING COSTS

Avg. Daily Lodging: \$70.00
Meals: \$-5.17
L-\$8.10
D-\$18.01
PER DIEM
Total: \$101.28
Index: 75
TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-East	Springfield	529-7171	\$54-69
Ramada Renaissance	Springfield	544-8800	\$70-115
Sheraton	Springfield	529-6611	\$50-62

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Springfield	Springfield	789-1530	
Holiday Inn-East	Springfield	529-7171	\$50-65
Ramada Renaissance	Springfield	544-8800	\$66-94

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Baur's	Springfield	789-4311	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 3 mi. N
Time: 15 min.
Taxi: \$5.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$48.00
Budget: \$49.00
Dollar: N.A.
Hertz: \$48.00

SPRINGFIELD, MASS.

VITAL STATISTICS

Population: 590,900
Households: 218,700
Median Age: 33.1
Total EBI: \$7,634,924,000
Median Hshld. EBI: \$26,317
Total Retail Sales: \$4,467,247,000
Buying Power Index: 2541
Chamber of Commerce: 787-1555
Convention & Visitors Bureau: 787-1548
Telephone Area Code: 413

MEAL & LODGING COSTS

Avg. Daily Lodging: \$92.58
Meals: \$-7.13
L-\$7.94
D-\$16.86
PER DIEM
Total: \$124.51
Index: 92
TAX RATES
Meals: 5.0%
Lodging: 5.7%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Hilton Inn-Northampton	Northampton	586-1211	\$48-67
Holiday Inn-Springfield	Springfield	781-0900	\$68-130
Howard Johnson	West Springfield	739-7261	\$58-80
Marriott Springfield	Springfield	781-7111	\$98-138
Sheraton Tara	Springfield	781-1010	\$105-139
Sheraton West	West Springfield	781-8750	\$75-105

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Marriott Springfield	Springfield	781-7111	\$69-115
Sheraton Tara	Springfield	781-1010	
Sheraton West	West Springfield	781-8750	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Beardsley's Cafe	Northampton	586-2699	M
Old Starrowton Tavern	West Springfield	732-4188	M
Upper Crust	Springfield	781-1010	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 18 mi. S
Time: 30 min.
Taxi: \$28.00
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$64.00
Budget: \$37.00
Dollar: N.A.
Hertz: N.A.

ST. LOUIS, MO.

VITAL STATISTICS

Population: 2,482,100
Households: 913,100
Median Age: 33.1
Total EBI: \$32,128,071,000
Median Hshld. EBI: \$27,397
Total Retail Sales: \$17,027,328,000
Buying Power Index: 1.0363
Chamber of Commerce: 421-1023
Convention & Visitors Bureau:
800-325-7962/421-1023
Telephone Area Code: 314

MEAL & LODGING COSTS

Avg. Daily Lodging: \$99.53
Meals: \$-6.37
L-\$10.50
D-\$19.25
PER DIEM
Total: \$135.65
Index: 100
TAX RATES
Meals: 6.0%
Lodging: 9.85%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Breckenridge Frontenac	St. Louis	993-1100	\$72-155
Cheshire Inn & Lodge	St. Louis	647-7300	\$77-90
Clarian Hotel	St. Louis	241-9500	\$70-125
Doubletree Hotel & Conference Center	Chesterfield	532-5000	\$120-149

METRO MARKET PROFILES

ST. LOUIS(cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Harley Hotel	Earth City	291-6800	\$70-84
Hilton Park Terrace	St. Louis	426-5500	\$89-116
Marriott Airport	St. Louis	423-9700	\$118-150
Marriott Courtyard	Creve Coeur	993-0515	\$48-70
Marriott Pavilion	St. Louis	421-1776	\$112-142
Oakland Park Inn	St. Louis	427-4700	\$69-78
Omni International at St. Louis Union Station	St. Louis	241-6664	\$95-150
Radisson Hotel	St. Louis	421-4000	\$69-110
Radisson Hotel Clayton	Clayton	726-5400	\$76-94
Sheraton Plaza	St. Louis	434-5010	\$89-120
Sheraton St. Louis	St. Louis	231-5100	\$69-134
Sheraton South	St. Louis	892-3600	\$58-78
Sheraton West Port Inn	St. Louis	878-1500	\$89-120
Stouffer Concourse	St. Louis	429-1100	\$99-129

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Adam's Mark-St. Louis	St. Louis	241-7400	\$80-149
Breckenridge Frontenac	St. Louis	993-1100	\$60-110
Chase Hotel	St. Louis	361-2500	\$50-100
Clarion Hotel	St. Louis	241-9500	\$40-90
Doubletree Hotel & Conference Center	Chesterfield	532-5000	\$130-210
Henry VIII Hotel & Conference Center	Bridgeton	731-3040	
Hilton Park Terrace	St. Louis	426-5500	\$55-150
Holiday Inn-Clayton Plaza	Clayton	863-0400	\$71-108
Holiday Inn-Riverfront	St. Louis	621-8200	\$50-110
Marriott Airport	St. Louis	423-9700	\$54-118
Marriott Pavilion	St. Louis	421-1776	\$65-105
Omni International at St. Louis Union Station	St. Louis	241-6664	\$65-125
Sheraton Plaza	St. Louis	434-5010	
Sheraton St. Louis	St. Louis	231-5100	\$69-134
Sheraton West Port Inn	St. Louis	878-1500	
Stouffer Concourse Hotel	St. Louis	429-1100	\$59-135
Strafford House	Fenton	343-4300	\$37-44

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Agostino's Colosseum	Creve Coeur	434-2959	M
Al Baker's	St. Louis	863-8878	M
Al's	St. Louis	421-6399	M-E
*Anthony's	St. Louis	231-2434	E
Benedetto's	St. Louis	821-2555	M
Cafe De France	St. Louis	231-2204	M-E
Cheshire Inn	St. Louis	647-7300	M
Chez Louis	Clayton	863-8400	M-E
Dominic's	St. Louis	771-1632	M
Faust's	St. Louis	241-7400	M
Fia's La Fourchette	St. Louis	863-6866	M
Giovanni's	St. Louis	772-5958	M
Giovanni's Little Place	Ballwin	227-7230	M
J.W. Carver's	St. Louis	421-1776	M
John Mineo's	St. Louis	434-5244	M
John Mineo's II & Pauls	St. Louis	421-2324	M
Kemoll's	St. Louis	534-2705	M
Port St. Louis	St. Louis	727-1142	M
Posh's	St. Louis	426-5500	M
Richard Perry	St. Louis	771-4100	M
Sea Grill	St. Louis	241-3636	M-E
*Tony's	St. Louis	231-7007	M
Veranda's at the Park	St. Louis	426-5500	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 13 mi. NW
Time: 20-30 min.
Taxi: \$16.50
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$38.00
Budget: \$49.00
Dollar: \$45.00
Hertz: \$48.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

SYRACUSE, N.Y.

VITAL STATISTICS

Population: 651,400
Households: 236,800
Median Age: 32.0
Total EBI: \$8,038,384,000
Median Hshld. EBI: \$25,920
Total Retail Sales: \$4,305,309,000
Buying Power Index: 2626
Chamber of Commerce: 470-1343
Convention & Visitors Bureau: 470-1343
Telephone Area Code: 315

MEAL & LODGING COSTS

Avg. Daily Lodging: \$86.10
Meals: B-\$5.98
L-\$9.30
D-\$18.01
PER DIEM
Total: \$119.39
Index: 88
TAX RATES
Meals: 7.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Genesee Inn	Syracuse	476-4212	\$52-77
Hilton at Syracuse Square	Syracuse	471-7300	\$66-100
Marriott Syracuse	Syracuse	432-0200	\$107-130
Sheraton Syracuse	Syracuse	457-1122	\$61-81
Sheraton University Inn & Conference Center	Syracuse	475-3000	\$84-103

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Tower Hotel Syracuse	Syracuse	422-5121	
Marriott Syracuse	Syracuse	432-0200	\$96-150
Sheraton Syracuse	Syracuse	457-1122	
Sheraton University Inn & Conference Center	Syracuse	475-3000	\$84-104

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Crittella's Ristorante	Manlius	682-4230	M
Norm Colman's Inn Between	Camillus	672-3166	M
Pascale	Syracuse	471-3040	M-E
Poseidon	Syracuse	472-4474	M
Sterio's Landmark	Syracuse	472-8883	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6.5 mi. NE
Time: 15-20 min.
Taxi: \$10.50
Limo: \$35.00

DAILY AUTO RENTAL

Avis: \$57.00
Budget: \$47.00
Dollar: \$40.00
Hertz: \$46.00

TACOMA, WASH.

VITAL STATISTICS

Population: 555,900
Households: 210,300
Median Age: 31.2
Total EBI: \$5,876,728,000
Median Hshld. EBI: \$21,767
Total Retail Sales: \$3,392,124,000
Buying Power Index: 2028
Chamber of Commerce: 627-2175
Convention & Visitors Bureau: 627-2836
Telephone Area Code: 206

MEAL & LODGING COSTS

Avg. Daily Lodging: \$52.83
Meals: B-N.A.
L-N.A.
D-N.A.
PER DIEM
Total: N.A.
Index: N.A.
TAX RATES
Meals: 7.9%
Lodging: 7.9%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western Executive Inn	Fife	922-0080	\$47-60
Best Western Lakewood	Tacoma	584-2212	\$42-57
Best Western Tacoma	Tacoma	535-2880	\$48-64
La Quinta	Tacoma	383-0146	\$47-56
Royal Coachman	Tacoma	922-2500	\$39-54
Shilo Inn	Tacoma	475-4020	\$51-69

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Sheraton Tacoma	Tacoma	572-3200	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Lobster Shop South	Tacoma	759-2165	M
The Rose Room	Tacoma	591-4155	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 23 mi. N
Time: 30-45 min.
Taxi: \$32.75
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$56.00
Budget: \$33.00
Dollar: N.A.
Hertz: \$48.00

TAMPA-ST. PETERSBURG-CLEARWATER, FLA.

VITAL STATISTICS

Population: 2,033,100
Households: 864,300
Median Age: 40.7
Total EBI: \$25,596,483,000
Median Hshld. EBI: \$22,000
Total Retail Sales: \$14,783,567,000
Buying Power Index: 8523
Chamber of Commerce: 228-7777/821-4715/
461-0011
Convention & Visitors Bureau: 800-826-8358/
213-1111
Telephone Area Code: 813

MEAL & LODGING COSTS

Avg. Daily Lodging: \$109.29
Meals: B-\$7.12
L-\$7.51
D-\$18.82
PER DIEM
Total: \$142.74
Index: 105
TAX RATES
Meals: 5.0%
Lodging: 8.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Adam's Mark	Clearwater Beach	443-5714	\$102-152
Bay Harbor Inn	Tampa	885-2541	\$77-110
Breckinridge Resort	St. Petersburg Beach	360-1833	\$108-122
Embassy Suites-Airport	Tampa	873-8675	\$119-129
Embassy Suites-			
Busch Gardens	Tampa	971-7690	\$85-115
Guest Quarters	Tampa	875-1555	\$89-124
Hilton	Clearwater Beach	447-9566	\$99-155
Hilton-Airport	Tampa	877-6688	\$70-115
Hilton-Redington Beach	N. Redington Beach	391-4000	\$110-165
Hilton Inn	St. Petersburg Beach	360-1811	\$95-130
Holiday Inn-Airport	Clearwater	577-9100	\$65-85
Holiday Inn-Gulfview	Clearwater Beach	447-6461	\$86-126
Holiday Inn-Madeira Beach	Madeira Beach	392-2275	\$95-130
Holiday Inn-Surfside	Clearwater	797-8173	\$50-76
Holiday Inn-Sabal Park	Tampa	623-6363	\$75-100
Holiday Inn-Surfside	Clearwater Beach	461-3222	\$126-151
Holiday Inn-Treasure Island	Treasure Island	367-2761	\$49-124
Howard Johnson-Plaza	Tampa	873-7900	\$78-103
Hyatt Regency	Tampa	225-1234	\$87-119
Marriott-Airport	Tampa	879-5151	\$89-125
Marriott-Westshore	Tampa	876-9611	\$120-140
Pickett Suite-Airport	Tampa	888-8800	\$99-135
Sandpiper Beach	St. Petersburg Beach	360-5551	\$99-144
Sheraton Sand Key Resort	Clearwater Beach	595-1611	\$108-148
Sheraton Tampa East	Tampa	626-0999	\$65-95
Trade Winds	St. Petersburg Beach	367-6461	\$138-182

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bellevue Biltmore Hotel	Clearwater	442-6171	\$50-145
Don Cesar Registry Resort	St. Petersburg Bch.	360-1881	\$90-175
Hilton-Airport	Tampa	877-6688	\$60-105
Hilton & Towers	St. Petersburg	894-5000	
Holiday Inn-Airport	Tampa	879-4800	
Holiday Inn-Ashley Plaza	Tampa	223-1351	\$50-56
Holiday Inn-Sabal Park	Tampa	623-6363	\$60-125
Howard Johnson Plaza-			
Westshore	Tampa	873-7900	
Hyatt Regency	Tampa	225-1234	
Hyatt Regency Westshore	Tampa	874-1234	
Innisbrook Resort	Tarpon Springs	942-2000	\$85-140
Marriott-Airport	Tampa	879-5151	
Marriott-Westshore	Tampa	876-9611	
Radisson Inn-Tampa Bay	Tampa	880-8900	\$45-105
Ramada Hotel-Airport	Tampa	877-0534	\$40-65
Ramada Hotel-North	Tampa	933-4011	\$44-49
Saddlebrook Resort	Wesley Chapel	973-1111	\$60-240
Safety Harbor Spa &			
Fitness Center	Safety Harbor	726-1161	\$60-115
Sheraton Grand Westshore	Tampa	286-4400	\$60-110
Sheraton Sand Key Resort	Clearwater Beach	595-1611	\$74-148
Tradewinds	St. Petersburg Bch.	367-6461	\$75-155
Wyndham Harbour Island	Harbour Island	229-5000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Basta's	St. Petersburg	894-7880	M
Bentley's	Clearwater	797-1177	M
*Bern's Steak House	Tampa	251-2421	M-E
C.K.'s	Tampa	879-5151	M
*Columbia	Tampa	248-4961	
Cypress Room	Wesley Chapel	973-1111	M-E
Flagship	Clearwater Bch.	443-6210	M
Harbour View	Harbour Island	229-5001	M
Heilman's Beachcomber	Clearwater Bch.	442-4144	M
King Charles	St. Petersburg Bch.	360-1881	M-E
Le Pompano	St. Petersburg Bch.	596-0333	M
Tobacco Company	Tampa	985-8200	M
Wine Cellar	St. Petersburg Bch.	393-3491	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. NW
Time: 10-15 min.
Taxi: \$13.50
Limo: \$9.00

DAILY AUTO RENTAL

Avis: \$32.00
Budget: \$33.00
Dollar: \$30.00
Hertz: \$40.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

TOLEDO, OHIO

VITAL STATISTICS

Population: 615,600
Households: 234,000
Median Age: 31.6
Total EBI: \$7,295,028,000
Median Hshld. EBI: \$24,177
Total Retail Sales: \$4,768,305,000

MEAL & LODGING COSTS

Avg. Daily Lodging: \$80.86
Meals: B-\$5.27
L-\$6.58
D-\$17.25

VITAL STATISTICS

Buying Power Index: 2560
Chamber of Commerce: 243-8191
Convention & Visitors Bureau: 243-8191
Telephone Area Code: 419

MEAL & LODGING COSTS

PER DIEM
Total: \$109.96
Index: 81
TAX RATES
Meals: 6.0%
Lodging: 12.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Holiday Inn-French Quarter	Perrysburg	874-3111	\$51-120
Holiday Inn-Southwest	Toledo	381-8765	\$58-86
Marriott Courtyard	Holland	866-1001	\$60-70
Radisson	Toledo	241-3000	\$69-185
Ramada Inn	Toledo	865-1361	\$50-72
Royal Inn	Toledo	666-5120	\$41-61
Sheraton Westgate	Toledo	535-7070	\$84-125

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn French Quarter	Perrysburg	874-3111	\$48-118
Holiday Inn Riverview	Toledo	243-8860	\$50-56
Sheraton Westgate	Toledo	535-7070	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Le Cafe Royal	Toledo	241-1411	M-E
Crystal's	Toledo	535-7070	M
Fifi's	Toledo	866-6777	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 17 mi. SW
Time: 20-30 min.
Taxi: \$28.00
Limo: \$15.00

DAILY AUTO RENTAL

Avis: \$49.00
Budget: \$48.00
Dollar: N.A.
Hertz: \$50.00

TUCSON, ARIZ.

VITAL STATISTICS

Population: 650,000
Households: 258,900
Median Age: 32.4
Total EBI: \$6,974,772,000
Median Hshld. EBI: \$20,505
Total Retail Sales: \$4,272,629,000
Buying Power Index: 2446
Chamber of Commerce: 792-1212
Convention & Visitors Bureau: 624-1817
Telephone Area Code: 602

MEAL & LODGING COSTS

Avg. Daily Lodging: \$88.36
Meals: B-\$6.96
L-\$8.92
D-\$17.25
PER DIEM
Total: \$121.49
Index: 90
TAX RATES
Meals: 7.0%
Lodging: 8.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Arizona Inn	Tucson	325-1541	\$95-128
Best Western Airport	Tucson	746-0271	\$49-89
Doubletree Hotel	Tucson	881-4200	\$98-108
Embassy Suites-Airport	Tucson	573-0700	\$89-109
Embassy Suites-Broadway	Tucson	745-2700	\$75-104
Hilton East	Tucson	721-5600	\$68-104
Holiday Inn-Palo Verde Plaza	Tucson	746-1161	\$55-90
Hotel Park Tucson	Tucson	323-6262	\$85-105
Quality Inn Airport	Tucson	746-3932	\$50-110
Radisson Suites	Tucson	721-7100	\$75-95
Viscount Suite Hotel	Tucson	745-6500	\$64-99

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Doubletree Hotel	Tucson	881-4200	
Hilton East	Tucson	721-5600	\$40-108
Holiday Inn-Broadway	Tucson	624-8711	
Holiday Inn-Palo Verde Plaza	Tucson	746-1161	\$52-77
Loew's Ventana Canyon	Tucson	299-2020	\$75-215
Park Tucson	Tucson	323-6262	\$45-115
Ramada Inn-Downtown	Tucson	624-8341	\$45-65
Sheraton El Conquistador	Tucson	742-7000	\$70-215
Westin La Paloma	Tucson	742-6000	\$165-205
Westward Look Resort	Tucson	297-1151	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arizona Inn	Tucson	325-1541	M
Cactus Rose	Tucson	881-4200	M
Cafe Terra Cotta	Tucson	577-8100	M
Las Campanas De Las			
Catalinas	Tucson	299-1771	M
Capriccio	Tucson	687-2333	M
Charles	Tucson	296-7173	M-E
Daniel's	Tucson	742-3200	M
The Gold Room	Tucson	297-1151	M-E
Janos	Tucson	884-9426	M-E

METRO MARKET PROFILES

TUCSON (cont.)

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Jerome's	Tucson	721-0311	M
Katherine and Company	Tucson	298-8017	M
Olive Tree	Tucson	298-1845	M
Painted Desert	Tucson	885-5310	E
Palomina	Tucson	795-5561	M
Proper Place	Tucson	721-5666	M
Scordato's	Tucson	792-3055	M
The Tack Room	Tucson	722-2800	M-E
Ventana Room	Tucson	299-2020	M-E
La Villa	Tucson	577-5806	M
The White Dove	Tucson	742-7000	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 10 mi. S
Time: 20 min
Taxi: \$13.50
Limo: \$8.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$34.00
Dollar: \$35.00
Hertz: \$45.00

TULSA, OKLA.

VITAL STATISTICS

Population: 747,400
Households: 288,900
Median Age: 32.5
Total EBI: \$7,579,653,000
Median Hshld. EBI: \$20,140
Total Retail Sales: \$4,429,594,000
Buying Power Index: 2653
Chamber of Commerce: 585-1201
Convention & Visitors Bureau: 585-1201
Telephone Area Code: 918

MEAL & LODGING COSTS

Avg. Daily Lodging: \$81.83
Meals: B-\$5.33
L-\$7.88
D-\$16.98
PER DIEM
Total: \$112.02
Index: 83
TAX RATES
Meals: 7.0%
Lodging: 11.25%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Doubletree at Warren Place	Tulsa	495-1000	\$86-112
Doubletree Downtown	Tulsa	587-8000	\$85-115
Embassy Suites	Tulsa	622-4000	\$78-93
Hilton Inn	Tulsa	622-7000	\$48-68
Holiday Inn-Tulsa Holiday	Tulsa	663-4541	\$52-67
Sheraton Kensington	Tulsa	493-7000	\$69-109

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Camelot Hotel	Tulsa	747-8811	
Doubletree at Warren Place	Tulsa	495-1000	
Doubletree Downtown	Tulsa	587-8000	\$55-75
Grandview Hotel	Tulsa	492-5000	
Hilton Inn	Tulsa	622-7000	
Marriott Hotel	Tulsa	627-5000	\$49-93
Sheraton Kensington	Tulsa	493-7000	
Westin Williams Center	Tulsa	582-9000	\$70-100

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Fountains	Tulsa	749-9916	M
Foxglove	Tulsa	627-5000	M
Montagues Grill	Tulsa	582-9000	M-E
Palermo's	Tulsa	666-3053	M
Warren Duck Club	Tulsa	495-1000	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 9 mi. NE
Time: 20 min
Taxi: \$10.00
Limo: N/A

DAILY AUTO RENTAL

Avis: \$38.00
Budget: \$40.00
Dollar: \$34.00
Hertz: \$47.00

WASHINGTON, D.C.

VITAL STATISTICS

Population: 3,729,800
Households: 1,401,600
Median Age: 32.3
Total EBI: \$67,329,950,000
Median Hshld. EBI: \$38,489
Total Retail Sales: \$31,471,548,000
Buying Power Index: 1.9756
Chamber of Commerce: 347-7201
Convention & Visitors Bureau: 789-7000

MEAL & LODGING COSTS

Avg. Daily Lodging: \$177.77
Meals: B-\$8.16
L-\$14.52
D-\$23.01
PER DIEM
Total: \$223.46
Index: 165

VITAL STATISTICS

Telephone Area Code: 202

MEAL & LODGING COSTS

TAX RATES
Meals: 8.0%
Lodging: 10.0%

HOTELS/MOTELS (District of Columbia Only)

NAME	QUADRANT	PHONE	RATES
Embassy Row	NW	265-1600	\$135-195
Embassy Suites	NW	857-3388	\$164-270
Grand	NW	429-0100	\$190-230
Grand Hyatt	NW	582-1234	\$180-205
Hay-Adams	NW	638-6600	\$150-325
J.W. Marriott	NW	393-2000	\$179-209
Marriott Washington	NW	872-1500	\$165-200
The Mayflower	NW	347-3000	\$95-245
Omni Georgetown	NW	293-3100	\$125-200
One Washington Circle	NW	872-1680	\$115-190
River Inn	NW	337-7600	\$120-172
Vista International	NW	429-1700	\$135-180
Washington Court-Capitol Hill	NW	628-2100	\$145-210
Washington Hotel	NW	638-5900	\$110-174
Wyndham Bristol	NW	955-6400	\$140-180

MEETING SITES/CONFERENCE CENTERS

NAME	QUADRANT	PHONE	GROUP RATES
Grand Hyatt	NW	582-1234	
Hilton & Towers	NW	483-3000	\$115-195
Hilton Capital	NW	393-1000	\$135-215
Hyatt Park	NW	789-1234	\$205-245
Hyatt Regency	NW	737-1234	
J.W. Marriott	NW	393-2000	
Loew's L'Enfant Plaza	SW	484-1000	\$98-180
Madison Hotel	NW	862-1600	\$100-235
Marriott Twin Bridges	NW	628-4200	
Marriott Washington	NW	872-1500	\$99-170
The Mayflower	NW	347-3000	\$95-195
Omni Shoreham	NW	234-0700	
Sheraton Washington	NW	328-2000	
Vista International	NW	429-1700	\$110-135
Washington Court-Capitol Hill	NW	628-2100	\$110-230
Washington Hotel	NW	638-5900	\$115-159
Washington Plaza Hotel	NW	842-1300	\$69-135
Westin Hotel	NW	429-2400	
Willard Inter-Continental	NW	628-9100	\$175-295

RESTAURANTS

NAME	QUADRANT	PHONE	PRICE CODE
American Harvest	NW	429-1700	M-E
Aux Beaux Champs	NW	342-0444	M-E
Celadon	NW	393-0361	M-E
Chardonnay	NW	232-7000	M
Chaucer's	NW	393-3000	M
Coeur De Lion	NW	638-5200	M
Colonnade Room	NW	457-5000	M-E
Dominique's	NW	452-1126	M-E
Filomena Italian Brasserie	NW	338-8800	M
Fourways	NW	483-3200	M-E
Galileo	NW	293-7191	M
Germaine's	NW	965-1185	M
Jean Louis	NW	298-4488	E
Jockey Club	NW	659-8000	M-E
John Hay Room	NW	638-6600	M-E
Le Lion D'Or	NW	296-7972	M-E
Maison Blanche/Rive Gauche	NW	842-0070	M-E
Melrose	NW	955-3899	M-E
Monipelier	NW	862-1712	M-E
Morton's of Chicago	NW	342-6258	M-E
Mr. K's	NW	331-8868	M
Nicholas	NW	347-8900	M-E
Nora	NW	462-5143	M
Occidental	NW	783-1475	M-E
Le Pavillon	NW	833-3846	E
Powerscourt	NW	737-3776	M
Prime Rib	NW	466-8811	M-E
1789	NW	965-1789	M-E
Tiberio	NW	452-1915	M-E
Willard Room	NW	628-9100	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: National-4 mi. S
Dulles-26 mi. W
Time: National-20 min.
Dulles-45-60 min.
Taxi: National-\$7.00
Dulles-\$30.00
Limo: National-\$5.00
Dulles-\$11.00

DAILY AUTO RENTAL

Avis: \$45.00
Budget: \$55.00
Dollar: \$38.00
Hertz: \$52.00

Note: The District of Columbia is divided into four quadrants that emanate from the Capital building. They are NE (Northeast), NW (Northwest), SE (Southeast), and SW (Southwest). All D.C. addresses carry one of these designations, and listings of Hotels/Motels, Meeting Sites/Conference Centers, and Restaurants are followed by the appropriate location indicator.

WEST PALM BEACH-BOCA RATON-DELRAY BEACH, FLA.

VITAL STATISTICS

Population: 835,800
Households: 361,100
Median Age: 41.9
Total EBI: \$13,674,989,000
Median Hshld. EBI: \$27,755
Total Retail Sales: \$7,380,468,000
Buying Power Index: 4259
Chamber of Commerce: 471-1322/395-4433/
278-0424
Convention & Visitors Bureau: 471-3995
Telephone Area Code: 407

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$134.60
Meals: B-\$5.17
L-\$8.37
D-\$19.47
PER DIEM
Total: \$167.61
Index: 124
TAX RATES
Meals: 5.0%
Lodging: 7.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Bridge Hotel	Boca Raton	368-9500	\$97-120
Heart of Palm Beach	Palm Beach	655-5600	\$109-149
Hilton Palm Beach	Palm Beach	586-6542	\$140-250
Hilton Palm Beach Airport	West Palm Beach	684-9400	\$110-180
Holiday Inn Camino Real	Delray Beach	278-0882	\$99-150
Marriott Crocker Center	Boca Raton	392-4600	\$129-169
Park Place	Boca Raton	994-8200	\$125-145
Royce Hotel	West Palm Beach	689-6400	\$118-135
Sheraton Hotel & Towers	Boca Raton	368-5252	\$126-146
Sheraton Inn	West Palm Beach	689-6100	\$85-110

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Boca Raton Hotel & Club	Boca Raton	395-3000	
Breakers Hotel	Palm Beach	655-6611	\$90-300
Hilton Palm Beach Airport	West Palm Beach	684-9400	
Holiday Inn Palm Beach	West Palm Beach	659-3880	\$85-115
Marriott Boca Raton	Boca Raton	392-4600	
Ocean Grand	Palm Beach	582-2800	\$80-195
Palm Hotel	West Palm Beach	833-1234	\$40-109
Park Place	Boca Raton	994-8200	\$60-105
Royce Hotel	West Palm Beach	689-6400	\$65-135
Sheraton Hotel & Towers	Boca Raton	368-5252	
Sheraton PGA Resort	Palm Beach Gardens	627-2000	\$69-205

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Arturo's Ristorante	Boca Raton	997-7373	E
*Boca Raton Hotel & Club	Boca Raton	395-3000	E
Bridge Restaurant	Delray Beach	278-7816	M-E
Cafe Chardonnay	Palm Beach Gardens	627-2662	M
Cafe Coconut	North Palm Beach	694-6900	M
Cafe Du Parc	Lake Park	845-0529	M
Cafe L'Europe	Palm Beach	655-4020	M-E
Charley's Crab	Palm Beach	659-1500	M
Chez Marcel	Boca Raton	368-6553	M-E
Explorers	Palm Beach Gardens	627-2000	E
La Finestra	Boca Raton	392-1838	E
Joe Muer Seafood	Boca Raton	997-6688	M
Providencia	Palm Beach	655-2600	M
Raffaello's	Boca Raton	392-4855	M
Rene's	Boca Raton	488-3550	M
Roberto	Delray Beach	278-8351	E
St. Honore	Palm Beach Gardens	627-9099	E
La Vieille Maison	Boca Raton	391-6701	E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. W
Time: 15 min.
Taxi: \$7.50
Limo: \$6.00

DAILY AUTO RENTAL

Avis: \$29.00
Budget: \$30.00
Dollar: \$25.00
Hertz: \$30.00

Note: An asterisk (*) indicates a 1989 S&MM BEDA (Business Executives' Dining Award) winner.

WICHITA, KANS.

VITAL STATISTICS

Population: 448,800
Households: 174,300
Median Age: 31.8
Total EBI: \$6,285,415,000
Median Hshld. EBI: \$27,118
Total Retail Sales: \$2,878,522,000
Buying Power Index: 1916
Chamber of Commerce: 265-7771
Convention & Visitors Bureau: 265-2800
Telephone Area Code: 316

MEAL & LODGING COSTS

Avg. Daily Lodging: \$71.14
Meals: B-\$5.88
L-\$6.20
D-\$10.77
PER DIEM
Total: \$93.99
Index: 69
TAX RATES
Meals: 5.0%
Lodging: 10.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Heritage Inn	Wichita	943-2181	\$40-55
Hilton Airport	Wichita	945-5272	\$63-100
Holiday Inn-East	Wichita	685-1281	\$56-90
Marriott Wichita	Wichita	651-0333	\$90-110
Ramada at Broadview Place	Wichita	262-5000	\$49-73
Talavera	Wichita	945-2600	\$60-70
Wichita Royale	Wichita	263-2101	\$65-75

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Hilton Airport	Wichita	945-5272	
Hilton East	Wichita	686-7131	\$50-99
Marriott Wichita	Wichita	651-0333	\$54-99

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Carnegie's	Wichita	686-0531	M
Legends	Wichita	945-5272	M
Olive Tree	Wichita	681-3404	M-E

AIRPORT-TO-CITY TRANSPORTATION

Distance: 6 mi. SW
Time: 10-15 min.
Taxi: \$7.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$41.00
Budget: \$40.00
Dollar: \$28.00
Hertz: \$41.00

WILMINGTON, DEL.

VITAL STATISTICS

Population: 564,700
Households: 203,900
Median Age: 32.7
Total EBI: \$7,839,329,000
Median Hshld. EBI: \$29,863
Total Retail Sales: \$4,121,303,000
Buying Power Index: 2489
Chamber of Commerce: 655-7221
Convention & Visitors Bureau: 652-4088
Telephone Area Code: 302

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$110.33
Meals: B-\$6.58
L-\$10.98
D-\$19.79
PER DIEM
Total: \$147.68
Index: 109
TAX RATES
Meals: None
Lodging: 6.0%

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Best Western El Capitan	Wilmington	656-9436	\$69-89
DuPont Hotel	Wilmington	594-3100	\$100-200
Radisson Wilmington	Wilmington	655-0400	\$82-122

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Radisson Wilmington	Wilmington	655-0400	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Brandywine Room (DuPont Hotel)	Wilmington	594-3156	M-E
Green Room (DuPont Hotel)	Wilmington	594-3154	E
Vincente's	Wilmington	652-5142	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. S
Time: 10-12 min.
Taxi: \$14.00
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$37.00
Budget: \$43.00
Dollar: \$41.00
Hertz: \$38.00

WORCESTER-FITCHBURG-LEOMINSTER, MASS.

VITAL STATISTICS

Population: 677,600
Households: 250,200
Median Age: 33.8
Total EBI: \$9,632,068,000
Median Hshld. EBI: \$29,730
Total Retail Sales: \$4,451,060,000
Buying Power Index: 2934
Chamber of Commerce: 753-2924
Convention & Visitors Bureau: 753-2920
Telephone Area Code: 508

MEAL & LODGING COSTS

Avg. Daily Lodging:
\$104.67
Meals: B-\$6.31
L-\$9.03
D-\$21.16
PER DIEM
Total: \$141.17
Index: 104
TAX RATES
Meals: 5.0%
Lodging: 9.7%

METRO MARKET PROFILES

WORCESTER (cont.)

HOTELS/MOTELS

NAME	CITY	PHONE	RATES
Marriott Westborough	Westborough	366-5511	\$93-120
Marriott Worcester	Worcester	791-1600	\$106-118
Sheraton Worcester	Worcester	852-4000	\$88-103

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Royal Plaza	Marlborough	460-0700	
Holiday Inn-Marlboro	Marlborough	481-3000	\$49-89
Marriott Westborough	Westborough	366-5511	
Marriott Worcester	Worcester	791-1600	\$85-107
Sheraton Worcester	Worcester	852-4000	\$85-95

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Country Inn at Princeton	Princeton	464-2030	M-E
One Cottage Square	Fitchburg	343-4444	M

AIRPORT-TO-CITY TRANSPORTATION

Distance: 5 mi. W
Time: 20 min.
Taxi: \$8.50
Limo: N.A.

DAILY AUTO RENTAL

Avis: \$54.00
Budget: \$35.00
Dollar: N.A.
Hertz: \$45.00

CANADIAN MARKETS

CALGARY, ALBERTA, CANADA

VITAL STATISTICS

Population: 745,000
Households: 280,000
Median Age: N.A.
Total EBI: \$10,726,671,000*
Average Hshld. EBI: \$38,310*
Total Retail Sales: \$6,629,412,000*
Buying Power Index: 3.2354
Chamber of Commerce: 263-7435
Convention & Visitors Bureau: 263-8510
Telephone Area Code: 403

MEAL & LODGING COSTS*

Avg. Daily Lodging: \$106.63
Meals: B-\$7.51
L-\$8.44
D-\$17.46
PER DIEM*
Total: \$140.04
Index: 89

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Best Western Hospitality Inn	Calgary	278-5050	\$75-87
Chateau Airport	Calgary	291-2600	\$89-125
Delta Bow Valley Inn	Calgary	266-1980	\$105-150
International Hotel	Calgary	265-9600	\$95-130
Marlborough Inn	Calgary	248-8888	\$70-90
Palliser Hotel	Calgary	262-1234	\$115-165
Sheraton Cavalier	Calgary	291-0107	\$70
Skyline Hotel-Calgary	Calgary	266-7331	\$115-155

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western Hospitality Inn	Calgary	278-5050	
Chateau Airport	Calgary	291-2600	
Marlborough Inn	Calgary	248-8888	
Palliser Hotel	Calgary	262-1234	
Skyline Hotel-Calgary	Calgary	266-7331	
Westin Hotel-Calgary	Calgary	266-1611	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Calgary Tower			
Panorama Room	Calgary	266-7171	M
Hy's Calgary Steak House	Calgary	263-2222	M
Inn on Lake Bonavista	Calgary	271-6711	M

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 5 mi. NE
Time: 30 min.
Taxi: \$15.50
Limo: \$5.00

DAILY AUTO RENTAL*

Hertz: \$52.00
Tilden: \$49.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

MONTREAL, QUEBEC, CANADA

VITAL STATISTICS

Population: 3,053,800
Households: 1,189,300
Median Age: N.A.
Total EBI: \$41,277,489,000*

MEAL & LODGING COSTS*

Avg. Daily Lodging: \$126.30
Meals: B-\$8.49

VITAL STATISTICS

Average Hshld. EBI: \$34,707*
Total Retail Sales: \$22,288,156,000*
Buying Power Index: 12.0540
Chamber of Commerce: 288-9090
Convention & Visitors Bureau: 871-1595
Telephone Area Code: 514

MEAL & LODGING COSTS*

L-\$15.66
D-\$20.07
PER DIEM*
Total: \$170.52
Index: 108

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Le Chateau Champlain	Montreal	878-9000	\$157-195
Chateau Versailles	Montreal	933-3611	\$84-108
Delta Montreal	Montreal	286-1986	\$130-150
Le Grand	Montreal	879-1370	\$130-170
Hilton Aeroport	Dorval	631-2411	\$89-179
Holiday Inn Crowne Plaza	Montreal	842-6111	\$116-160
Hostellerie Les Trois Tilleuls	St.-Marc-sur-Richelieu	584-2231	\$68-97
Hostellerie Rive Gauche	Beloeil	467-4650	\$68-97
Hotel La Citadelle	Montreal	844-8851	\$119-149
Ramada Renaissance Du Parc	Montreal	288-6666	\$115-145

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
L'Aeroport Chateau	Mirabel	476-1611	
Le Chateau Champlain	Montreal	878-9000	
Delta Montreal	Montreal	286-1986	
Le Grand	Montreal	879-1370	
Hilton Aeroport	Dorval	631-2411	

Hilton International	Montreal	878-2332	
Bonaventure	Montreal	670-3030	
Holiday Inn-Longueuil	Montreal	697-7110	
Holiday Inn-Pointe Claire	Pointe Claire	842-8581	
Holiday Inn-Richelieu	Montreal	285-1450	
Meridien Montreal	Montreal	861-3511	
Queen Elizabeth	Montreal	256-9011	
Ramada-Olympic Park	Montreal	866-4611	
Ramada Inn-Downtown	Montreal	288-6666	
Ramada Renaissance Du Parc	Montreal	842-4212	
Ritz-Carlton	Montreal	878-2000	
Sheraton Centre	Montreal	687-2440	
Sheraton Laval	Laval		

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Au Coin Du Feu	Dorval	631-2411	M
Au Tourant De La Riviere	Carignan	658-7372	E
Beaver Club	Montreal	861-3511	M
Le Bouquet	Montreal	286-1986	M
Cafe De Paris	Montreal	842-4212	M-E
Le Cafe Fleuri	Montreal	285-1450	M
Le Castillon	Montreal	878-2332	E
Le Caveau	Montreal	844-1624	M
Les Chenets	Montreal	844-1842	M-E
Chez Antoine	Montreal	879-1370	M
Chez Des Jardins	Montreal	868-9741	M
Chez La Mere Michel	Montreal	934-0473	M
Les Filles Du Roy	Montreal	849-3535	M
Francois Et Fils	Basiliaire	843-8856	M
Les Halles	Montreal	844-2328	E
Hostellerie Rive Gauche	Beloeil	467-4650	M
La Maree	Montreal	861-8126	M
Le Mitoyen	Montreal	689-2977	M
Le Point De Vue	Montreal	878-2000	M
Le Restaurant	Montreal	284-1110	M-E
Les Trois Tilleuls	St.-Marc-sur-Richelieu	584-2231	M-E

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 12 mi. NW
Time: 20-30 min.
Taxi: \$19.00
Limo: \$7.00

DAILY AUTO RENTAL*

Hertz: \$53.00
Tilden: \$50.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

OTTAWA, ONTARIO, CANADA

VITAL STATISTICS

Population: 869,000
Households: 326,600
Median Age: N.A.
Total EBI: \$13,486,443,000*
Average Hshld. EBI: \$41,293*
Total Retail Sales: \$5,020,465,000*
Buying Power Index: 3.4612
Chamber of Commerce: 238-4000
Convention & Visitors Bureau: 237-5150
Telephone Area Code: 613 (Ontario); 819 (Quebec)

MEAL & LODGING COSTS*

Avg. Daily Lodging: \$131.64
Meals: B-\$9.25
L-\$11.05
D-\$15.18
PER DIEM*
Total: \$167.12
Index: 106

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Chateau Laurier	Ottawa	232-6411	\$115-140
Delta Hotel	Ottawa	238-6000	\$125-155
Four Seasons	Ottawa	238-1500	\$140-180
Plaza De La Chaudiere	Hull, Quebec	778-3880	\$110-135
Skyline Ottawa	Ottawa	237-3600	\$85-135
Talisman	Ottawa	722-7601	\$82-99
Westin Ottawa	Ottawa	560-7000	\$140-202

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Chateau Laurier	Ottawa	232-6411	
Delta Hotel	Ottawa	238-6000	
Radisson Ottawa Centre	Ottawa	238-1122	
Skyline Ottawa	Ottawa	237-3600	
Westin Ottawa	Ottawa	560-7000	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Aux Chantignoles	Montebello	423-6341	M
Chateaufort	Hull, Quebec	778-3880	M
Les Saisons	Ottawa	560-7000	M-E
Stewart's Green Valley	Ottawa	225-8770	M

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 5 mi. S
Time: 20-30 min.
Taxi: \$14.50
Limo: \$5.50

DAILY AUTO RENTAL*

Hertz: \$52.00
Tilden: \$52.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

TORONTO, ONTARIO, CANADA**VITAL STATISTICS**

Population: 3,529,400
Households: 1,262,600
Median Age: N.A.
Total EBI: \$55,667,303,000*
Average Hshld. EBI: \$44,089*
Total Retail Sales: \$22,311,895,000*
Buying Power Index: 14.5087
Chamber of Commerce: 366-6811
Convention & Visitors Bureau: 368-9821
Telephone Area Code: 416

MEAL & LODGING COSTS*

Avg. Daily Lodging:
\$125.10

Meals: B-\$7.61

L-\$14.08

D-\$20.23

PER DIEM*

Total: \$167.02

Index: 106

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Bradgate Arms	Toronto	968-1331	\$110-150
Della Meadowdale Inn	Mississauga	821-1981	\$98-110
Hilton International-Airport	Mississauga	677-9900	\$99-169
Hilton International-Toronto	Toronto	869-3456	\$130-210
Holiday Inn-Airport	Rexdale	675-7611	\$98-130
Hotel Admiral	Toronto	364-5444	\$125-180
Howard Johnson-East	Scarborough	439-6200	\$78-111
Loews Westbury	Toronto	924-0611	\$90-140
Marriott Airport	Rexdale	674-9400	\$145-165
Millcroft Inn	Alton	941-8111	\$115-145
Novotel	North York	733-2929	\$95-130
Park Plaza	Toronto	924-5471	\$135-165
Plaza II	Toronto	961-8000	\$112-150
Radisson Dan Valley	Don Mills	449-4111	\$105-130
Ramada-Airport West	Mississauga	624-1144	\$86-106
Ramada-Dan Valley	North York	493-9000	\$90-111
Regal Constellation	Rexdale	675-1500	\$75-125
Royal York	Toronto	368-2511	\$118-170
Sheraton Centre	Toronto	361-1000	\$140-195
Sheraton Parkway	Richmond Hill	881-2121	\$79-124
Skyline Toronto Airport	Rexdale	244-1711	\$85-130
Skyline Triumph	Downsview	633-2000	\$109-122
Valhalla Inn	Islington	239-2391	\$105-115
Westin Harbour Castle	Toronto	869-1600	\$115-165
Wharton Renaissance	Scarborough	299-1500	\$120-150

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Bond Place Hotel	Toronto	362-6061	
Bristol Place Hotel	Rexdale	675-9444	
Cara Inn	Mississauga	678-1400	
Carlton Place	Rexdale	675-1234	
Chestnut Park	Toronto	977-5500	
Delta Chelsea Inn	Toronto	595-1975	
Four Seasons	Toronto	964-0411	
Four Seasons on the Park	Toronto	444-2561	
Hilton International	Toronto	869-3456	
Hilton International Airport	Mississauga	677-9900	

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Holiday Inn-Airport	Rexdale	675-7611	
Holiday Inn-Downtown	Toronto	977-0707	
Howard Johnson-Airport	Etobicoke	675-6100	
Kempinski Sultan Place Hotel	Toronto	924-9221	
King Edward	Toronto	863-9700	
L'Hotel	Toronto	597-1400	
Marriott Airport	Rexdale	674-9400	
Novotel	North York	733-2929	
Park Plaza	Toronto	924-5471	
Plaza II	Toronto	961-8000	
Prince Hotel	Don Mills	444-2511	
Radisson Dan Valley	Don Mills	449-4111	
Ramada-Airport West	Mississauga	624-1144	
Ramada-Downtown	Toronto	977-8000	
Regal Constellation	Rexdale	675-1500	
Royal York	Toronto	368-2511	
Sheraton Centre	Toronto	361-1000	
Sheraton Parkway	Richmond Hill	881-2121	
Skyline Toronto Airport	Rexdale	244-1711	
Skyline Triumph	Downsview	633-2000	
Valhalla Inn	Islington	239-2391	
Viscount Hotel	Willowdale	493-7000	
Westbury Hotel	Toronto	924-0611	
Westin Harbour Castle	Toronto	869-1600	
Wharton Renaissance	Scarborough	299-1500	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Bangkok Garden	Toronto	977-6748	E
Beaujolais	Toronto	598-4656	M-E
Berczy Room	Markham	474-0444	M
Bradgate Arms	Toronto	968-1331	M-E
Burgundy Room	Etobicoke	675-1500	M
Cafe Victoria	Toronto	863-9700	M-E
Corman's Club	Toronto	924-8697	M
Cartier	Downsview	663-2000	M
Centra Grill	Toronto	483-2211	M-E
Chatterelles	Toronto	597-1400	M
Chateaufort	Toronto	869-1600	M-E
Chiara's	Toronto	863-9700	E
Clair De Lune	Scarborough	759-2268	M
Le Connaisseur	Toronto	924-2798	M-E
Le Continental	Don Mills	444-2511	M-E
Les Copains	Toronto	869-0898	M
Copenhagen Room	Toronto	920-3287	M
Courtyard Cafe	Toronto	979-2212	M
Creighton's	Toronto	924-0611	M-E
Ed's Warehouse Restaurant	Toronto	593-6676	M
Ellas	Toronto	463-0334	M
Fenton's	Toronto	961-8485	M
Forest Dining Room	Mississauga	624-1144	M
Glossops	Toronto	964-2440	M-E
Greenery Dining Room	Toronto	961-8000	M
Guild Inn	Toronto	261-3331	M
Imperial Room	Toronto	368-2511	M-E
Katsura	Don Mills	444-2511	M
L'Hardy's	Toronto	967-1818	M-E
Lichee Garden	Toronto	977-3481	M
Lighthouse	Toronto	869-1600	M
Mermaid Seafood House	Toronto	597-0077	M
Old Barber House	Mississauga	858-7570	M-E
Old Mill	Toronto	236-2641	M-E
Paroli	Toronto	921-3105	M-E
Quenelles	Toronto	967-6131	M
Quo Vadis	Toronto	977-9900	M
Le Rendez-vous	Toronto	961-6111	M-E
Sanssouci	Toronto	924-9221	E
La Scala	Toronto	964-7100	M
Scaramouche	Toronto	961-8011	M
Seasons Room	Toronto	444-2561	M
Telfer's	Toronto	977-4447	M-E
Top of Toronto	Toronto	362-5411	M
Truffles	Toronto	964-0411	E
Winston's	Toronto	363-1627	M-E
Winter Palace	Toronto	361-1000	M
Wittles	Toronto	595-1975	M-E
Zachary's	Rexdale	675-9444	M-E

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 18 mi. NW
Time: 30-45 min.
Taxi: \$24.00
Limo: \$8.00

DAILY AUTO RENTAL*

Hertz: \$65.00
Tilden: \$48.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

METRO MARKET PROFILES

VANCOUVER, BRITISH COLUMBIA, CANADA

VITAL STATISTICS

Population: 1,351,200
Households: 537,200
Median Age: N.A.
Total EBI: \$18,973,915,000*
Average Hshld. EBI: \$35,320*
Total Retail Sales: \$8,395,359,000*
Buying Power Index: 51910
Chamber of Commerce: 681-2111
Convention & Visitors Bureau: 641-1987
Telephone Area Code: 604

MEAL & LODGING COSTS*

Avg. Daily Lodging:
\$131.86
Meals: B-\$9.41
L-\$11.91
D-\$19.69
PER DIEM*
Total: \$172.87
Index: 110

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Best Western-O'Doul's	Vancouver	684-8461	\$100-140
Coast Georgian Court	Vancouver	682-5555	\$160-180
Delta Airport Inn	Richmond	278-9611	\$99-149
Delta River Inn	Richmond	278-1241	\$115-140
Hotel Vancouver	Vancouver	684-3131	\$115-170
Hyatt Regency	Vancouver	687-6543	\$99-185
Pacific Palisades	Vancouver	688-0461	\$95-175
Park Royal	West Vancouver	926-5511	\$82-132
Ramada Renaissance	Vancouver	688-7711	\$120-165
Sheraton Villa Inn	Burnaby	430-2928	\$75-120
Wedgewood	Vancouver	689-7777	\$105-180

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Delta Airport Inn	Vancouver	278-9611	
Delta River Inn	Richmond	278-1241	
Four Seasons Vancouver	Vancouver	689-9333	
Holiday Inn-Broadway	Vancouver	879-0511	
Hotel Vancouver	Vancouver	684-3131	
Hyatt Regency	Vancouver	687-6543	
Meridien	Vancouver	682-5511	
Ramada Renaissance	Vancouver	688-7711	
Richmond Inn	Richmond	273-7878	
Sheraton Landmark Hotel	Vancouver	687-0511	
Sheraton Villa Inn	Burnaby	430-2928	
Westin Bayshore	Vancouver	682-3377	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
The Cannery	Vancouver	254-9606	M
Chartwell	Vancouver	689-9333	M
La Cote D'Azur	Vancouver	685-2629	M
Le Crocodile	Vancouver	669-4298	M
Five Sails	Vancouver	662-8111	M
Humphrey's	Vancouver	688-7711	M
Il Giardino Di Umberto	Vancouver	669-2422	M-E
Kettle of Fish	Vancouver	682-6661	M
Le Napoleon	Vancouver	688-7436	M
Teahouse	West Vancouver	669-3281	M
Trader Vic's	Vancouver	682-3377	M-E
Tudor Room	West Vancouver	926-5511	M
Umberto's Fish House	Vancouver	687-6621	M-E
Umberto's Ristorante Italiano	Vancouver	687-6316	M-E
William Tell	Vancouver	688-3504	M-E

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 11 mi. SW
Time: 25-30 min.
Taxi: \$15.00
Limo: \$6.25

DAILY AUTO RENTAL*

Hertz: \$54.00
Tilden: \$51.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

WINNIPEG, MANITOBA, CANADA

VITAL STATISTICS

Population: 600,200
Households: 234,000
Median Age: N.A.
Total EBI: \$8,609,386,000*
Average Hshld. EBI: \$36,792*
Total Retail Sales: \$3,668,635,000*
Buying Power Index: 23220
Chamber of Commerce: 944-8484
Convention & Visitors Bureau: 943-1970
Telephone Area Code: 204

MEAL & LODGING COSTS*

Avg. Daily Lodging:
\$89.50
Meals: B-\$7.61
L-\$11.86
D-\$19.04
PER DIEM*
Total: \$128.01
Index: 81

HOTELS/MOTELS

NAME	CITY	PHONE	RATES*
Best Western International	Winnipeg	786-4801	\$69-78
Birchwood Inn	Winnipeg	885-4478	\$66-75
Holiday Inn-Downtown	Winnipeg	942-0551	\$95-140
Holiday Inn-South	Winnipeg	452-4747	\$79-91
Ramada Inn	Winnipeg	269-7700	\$39-63
Westin Winnipeg	Winnipeg	957-1350	\$115-164

MEETING SITES/CONFERENCE CENTERS

NAME	CITY	PHONE	GROUP RATES
Best Western International	Winnipeg	786-4801	
Fort Garry Hotel	Winnipeg	942-8251	
Holiday Inn-Downtown	Winnipeg	942-0551	
Sheraton Winnipeg	Winnipeg	942-5300	
Westin Winnipeg	Winnipeg	957-1350	

RESTAURANTS

NAME	CITY	PHONE	PRICE CODE
Hy's Steak Loft	Winnipeg	942-1000	M
The Velvet Glove	Winnipeg	957-1350	M

AIRPORT-TO-CITY TRANSPORTATION*

Distance: 4 mi. W
Time: 15 min.
Taxi: \$7.00
Limo: \$7.00

DAILY AUTO RENTAL*

Hertz: \$49.00
Tilden: \$47.00

*Effective Buying Income (EBI), Retail Sales, Meal & Lodging costs, Per Diem figures, Hotel/Motel rates, Auto Rental, and Airport-to-City Transportation costs are all expressed in Canadian dollars.

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SECTION III

**COMPENSATION
& EXPENSES**

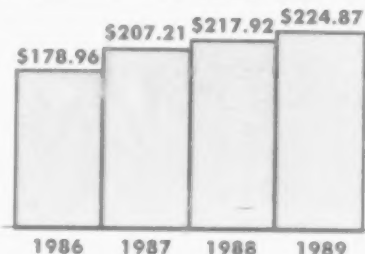
STATISTICAL HIGHLIGHT

Median Cost Per Call By Industry, 1986-89

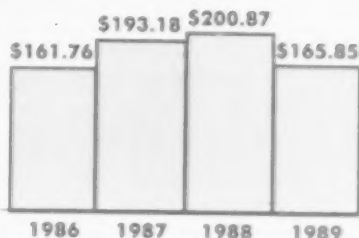
CONSUMER



INDUSTRIAL



SERVICE



Notes: The **Median Cost Per Call** is calculated by looking at the cost-per-call ranges for two different territory types and selecting the lowest and highest figures from each to represent the complete range of per-call costs for each industry group. A more detailed explanation of how these ranges and medians are calculated can be found in the User's Guide in Section I of this Survey.

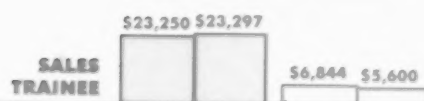
SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs. © Sales & Marketing Management

COMPENSATION

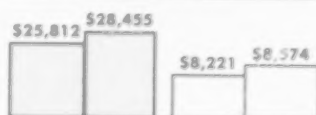
Compensation by Industry Group

■ COMPENSATION □ T&E EXPENSES

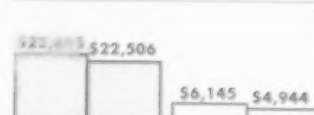
CONSUMER GOODS



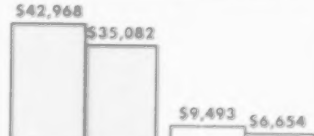
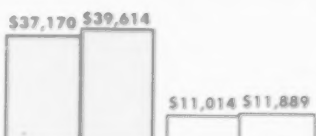
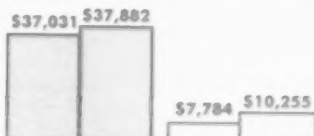
INDUSTRIAL GOODS



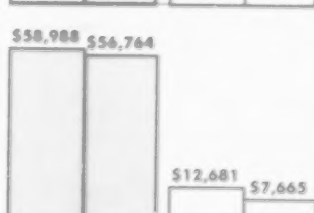
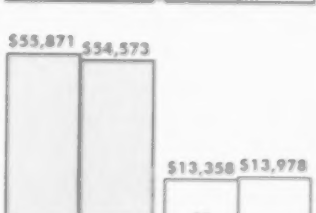
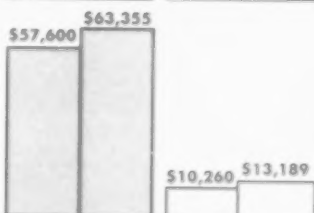
SERVICES



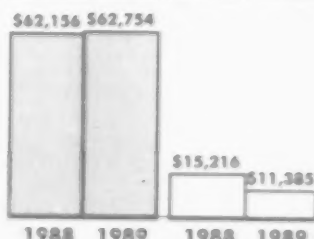
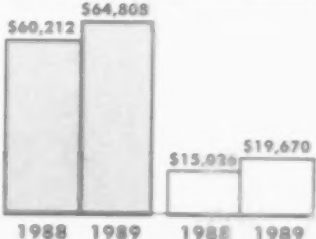
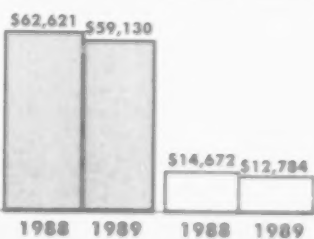
MIDDLE-LEVEL



TOP-LEVEL SALESPERSON



SALES SUPERVISOR



Notes: **Compensation** includes base salary, commission, and bonus. **T&E Expenses** include travel, entertainment, food, and

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs

COMPENSATION

Salespeople's Average Annual Compensation

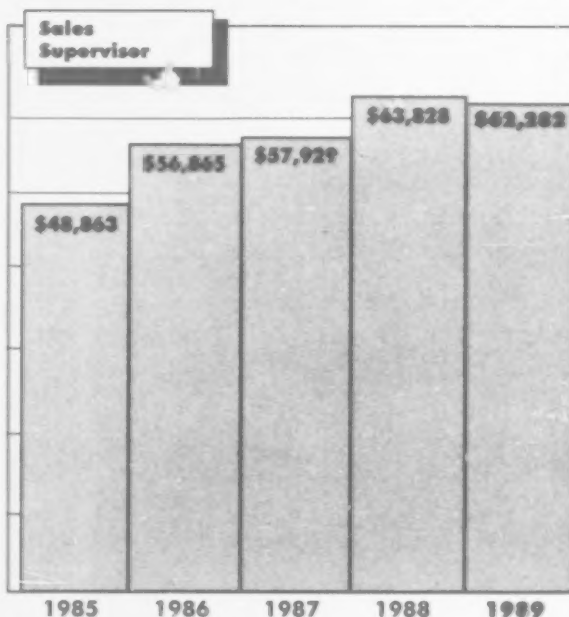
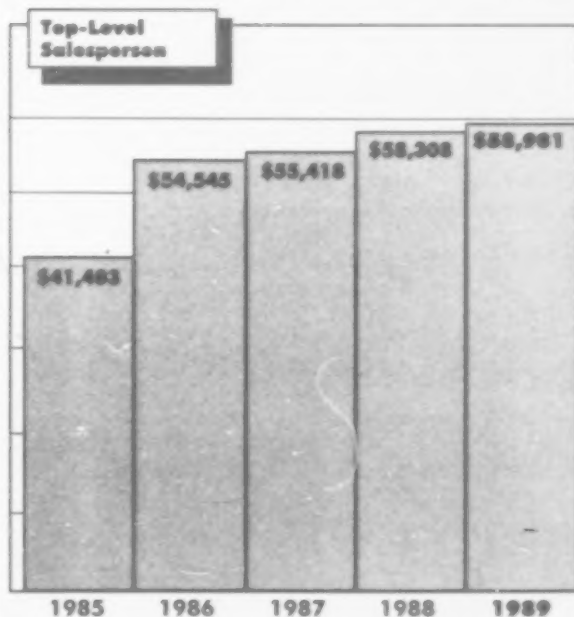
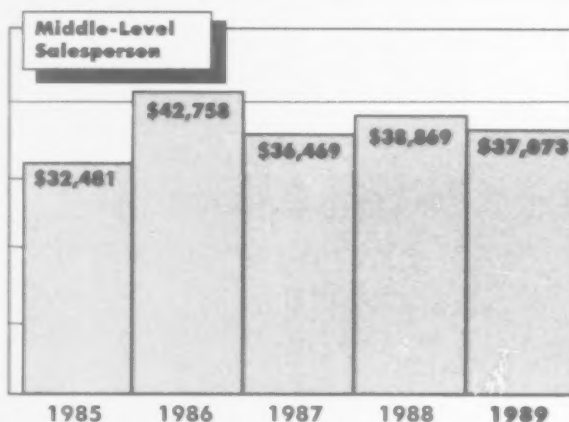
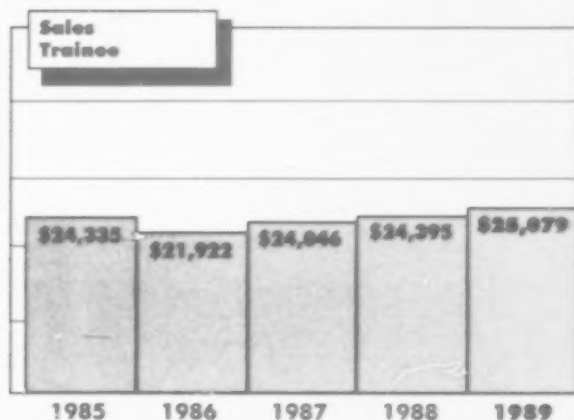
DEFINITIONS OF SALES PERSONNEL

Sales Trainee: Anyone at an entry level who is in the process of learning about the company's products, services, and policies in preparation for a regular sales assignment.

Middle-Level Salesperson: A "regular" salesperson with selling experience ranging from a beginner, who primarily contacts already established customers and accounts, to more experienced sales personnel who have a broad knowledge of products and/or services and are selling in established territories as well as developing new prospects.

Top-Level Salesperson: A salesperson at the highest level of selling responsibility who is completely familiar with the company's products, services, and policies. A salesperson at this level usually has many years of experience and is assigned to a company's major accounts or territories.

Sales Supervisor: A veteran who, due to his ability and experience, leads others. Although his primary function is to direct the activities of the sales force (and, in some cases, to train salespeople), he may also retain certain key accounts.



Note: Compensation equals salary plus commissions and incentives but excludes T&E (travel and entertainment) expenses. Figures for the year 1985 apply to consumer goods, industrial goods, and "other" (insurance, transportation, utilities, and services), and represent medians as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986-89 represent averages compiled by Sales & Marketing Management in a survey of consumer, industrial, and service companies. CAUTION: Due to the differences between the ECS and S&MM surveys, direct comparisons between 1986-89 figures and those from previous years should not be made, since the methods involved in gathering these data differ.

SOURCES: 1985 data: Executive Compensation Service. 1986-89 data: Sales & Marketing Management.

COMPENSATION

Compensation for Sales-Support Personnel

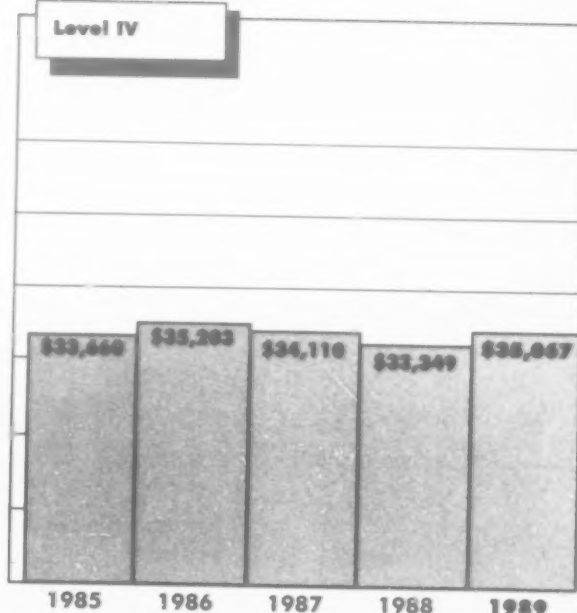
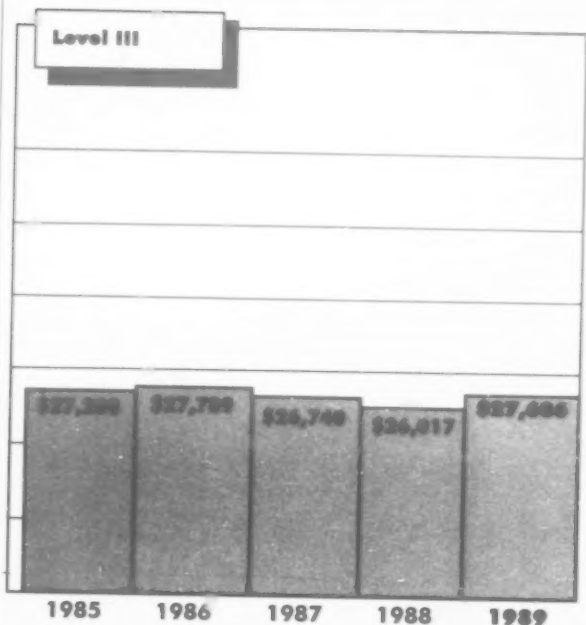
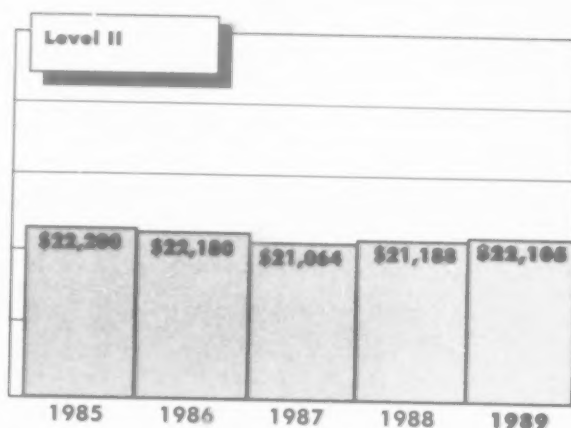
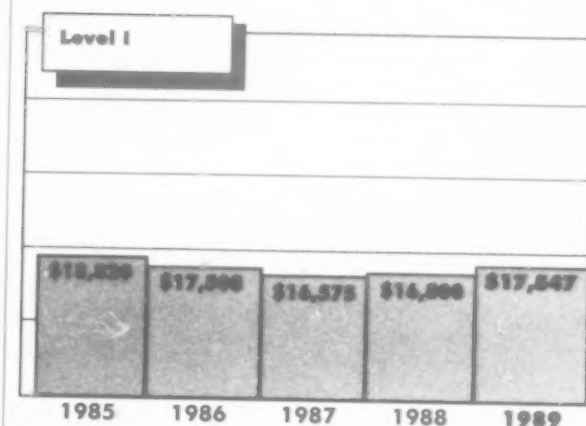
DEFINITIONS OF SALES SUPPORT PERSONNEL

Level I - Basic: Performs assigned tasks using established procedures that require little evaluation. Generally reports to a supervisor.

Level II - Intermediate: A worker who performs tasks involving limited responsibilities and standard procedures. Some originality is called for, although evaluation by supervisory personnel is still required.

Level III - Highest non-supervisory: Expected to exercise considerable originality and, in some cases, make evaluations. Personnel at this level also assist in training and supervision of Level I employees.

Level IV - Supervisor: This individual's primary job is to direct others, assigning tasks and making evaluations. He also consults with superiors on more complex phases of assigned work.



Note: Sales-support personnel include sales analysts, customer service representatives, sales correspondents, sales training reps, exhibit and display coordinators, etc. Figures for the year 1985 represent medians as calculated by Executive Compensation Service, a subsidiary of the Wyatt Co. Figures for 1986-89 represent averages compiled by Sales & Marketing Management in a survey of consumer, industrial, and service companies. CAUTION: Due to this new benchmark, comparisons between 1986-89 figures and those from previous years should not be made, since the methods involved in gathering these data differ.

SOURCES: 1985 data: Executive Compensation Service. 1986-89 data: Sales & Marketing Management.

COMPENSATION

Starting Salaries of College Graduates to Be Hired

BACHELOR'S DEGREE ...

... IN BUSINESS
ADMINISTRATION

\$24,496

\$25,344

1990

1989

... IN SALES
OR MARKETING

\$27,828

\$27,768

M.B.A. DEGREE ...

... WITH
TECHNICAL B.S.

\$39,552

\$38,344

... WITH
NONTECHNICAL
B.A.

\$40,008

\$41,784

Note: The salaries shown are what companies offered, not what they actually paid.

SOURCE: Northwestern University Placement Center; The 1990 Northwestern Lindquist-Endicott Report



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COMPENSATION

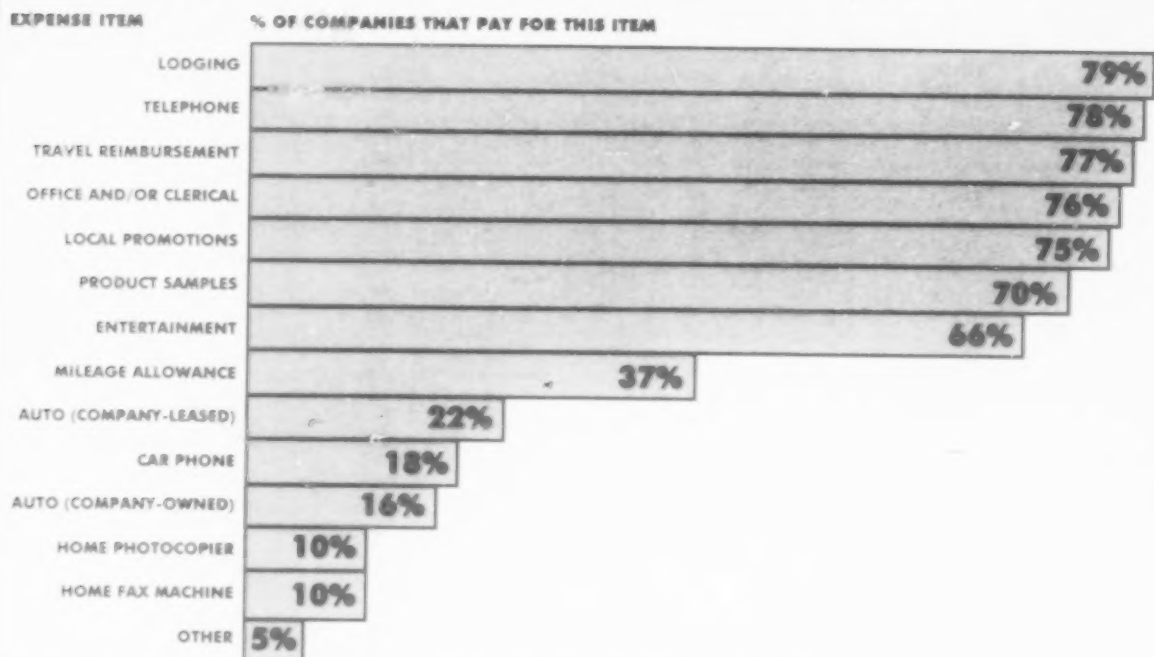
Turnover Rates in
Selected Industries

INDUSTRY GROUP	TURNOVER
	RATE 1988-89
Business Services	24.4%
Chemicals	15.5
Communications	20.5
Construction	45.8
Electronics	13.2
Fabricated Metals	14.5
Food Products	13.0
Instruments	34.9
Insurance	24.0
Machinery	12.6
Misc. Manufacturing	26.2
Office Equipment	35.9
Printing/Publishing	21.5
Retail	28.0
Rubber/Plastics	11.6
Utilities	13.0
Wholesale (Consumer)	19.0
Wholesale (Industrial)	25.5
Total — All Industries	17.3%

SOURCE: Dartnell Corporation, 25th Survey of Sales
Force Compensation © 1989, Dartnell Corporation

COMPENSATION

Sales Expenses: What Do Companies Pay For?



SOURCE: Dartnell Corporation, 25th Survey of Sales Force Compensation © 1989, Dartnell Corporation

COMPENSATION

Sales Call Statistics and Operating Expenses

INDUSTRY GROUP	COST PER CALL	NUMBER OF CALLS NEEDED TO CLOSE A SALE	SALES FORCE COSTS AS A % OF TOTAL SALES
Business Services	\$ 46.00	4.6	19.3%
Chemicals	165.80	2.8	3.0
Communications	40.60	4.0	21.6
Construction	111.20	2.8	3.2
Electronics	133.30	3.9	12.0
Fabricated Metals	80.80	3.3	6.4
Food Products	131.60	4.8	9.6
Instruments	226.00	5.3	10.3
Insurance	53.00	3.4	15.6
Machinery	68.50	3.0	13.0
Misc. Manufacturing	85.90	2.8	13.2
Office Equipment	25.00	3.7	15.0
Printing/Publishing	70.10	4.5	8.3
Retail	25.00	3.3	23.5
Rubber/Plastics	248.20	4.7	2.8
Utilities	89.90	4.8	17.3
Wholesale (Consumer)	84.10	3.0	7.0
Wholesale (Industrial)	50.00	3.3	12.6
AVERAGE	96.39	3.8	11.9%

Note: Industry Groups reflect categories selected and reported by Dartnell Corporation. The overall average has been calculated by Sales & Marketing Management based on data from the 18 industries listed.

SOURCE: Dartnell Corporation, 25th Survey of Sales Force Compensation © 1989, Dartnell Corporation

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COMPENSATION & EXPENSES

TRAINING

Women in Sales: Percentages by Industry

INDUSTRY GROUP	% OF WOMEN IN SALES FORCE
Business Services	33.2
Chemicals	5.9
Communications	50.9
Electronics	35.0
Fabricated Metals	7.3
Food Products	24.9
Instruments	35.0
Insurance	28.5
Misc. Manufacturing	22.7
Office Equipment	33.9
Printing/Publishing	39.4
Retail	32.2
Rubber/Plastics	26.9
Utilities	20.2
Wholesale (Consumer)	19.7
Wholesale (Industrial)	30.9
AVERAGE	27.9

Note: Industry Groups reflect categories selected and reported by Dartnell Corporation. The overall average has been calculated by Sales & Marketing Management based on data from these 16 industries.

SOURCE: Dartnell Corporation, 25th Survey of Sales Force Compensation. © 1989, Dartnell Corporation

SALES SUPPORT

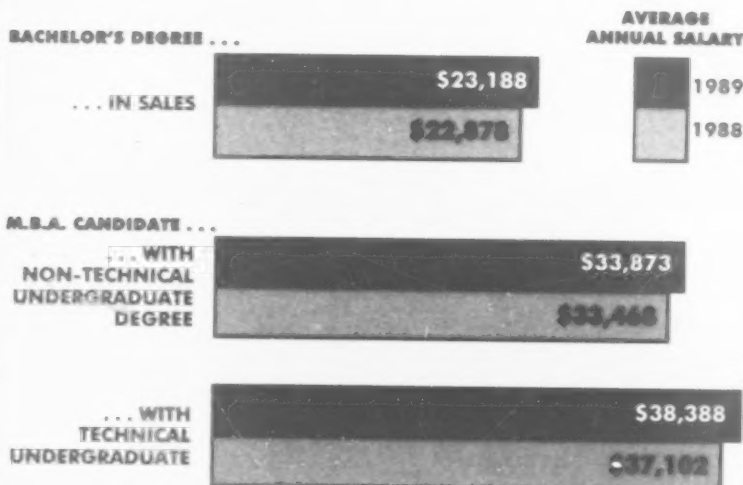
How Salespeople Spend Their Time



SOURCE: Dartnell Corporation, 25th Survey of Sales Force Compensation. © 1989, Dartnell Corporation

TRAINING

Starting Salaries of Trainees with College Degrees



Notes: This salary survey is a study of the average dollar offer made to new college graduates. Data have been gathered from 418 placement offices located throughout the U.S. In this table, M.B.A. candidates are defined as students seeking a degree in Business Administration, Industrial Management, or Commerce. Candidates with a non-technical undergraduate degree are defined as those with less than one year of full-time, nonmilitary employment.

SOURCE: College Placement Council, Salary Survey: A Study of 1988-89 Beginning Offers.

TRAINING

Length of Sales Training by Industry

INDUSTRY GROUP	AVERAGE TRAINING PERIOD (MONTHS)
Business Services	3.1
Chemicals	2.0
Communications	4.7
Construction	4.5
Electronics	3.4
Fabricated Metals	7.0
Food Products	3.8
Instruments	3.7
Insurance	4.4
Machinery	3.8
Misc. Manufacturing	4.6
Pharmaceuticals	1.0
Printing/Publishing	2.8
Retail	3.6
Rubber/Plastics	2.7
Utilities	5.0
Wholesale (Consumer)	4.2
Wholesale (Industrial)	3.6
AVERAGE	3.8

Note: Industry Groups reflect categories selected and reported by Dartnell Corporation. The overall average has been calculated by Sales & Marketing Management based on data from the 18 industries listed.

SOURCE: Dartnell Corporation, 25th Survey of Sales Force Compensation. © 1989, Dartnell Corporation

TRAINING

Methods Used in Sales Training



SOURCE: Dartnell Corporation; 25th Survey of Sales Force Compensation.
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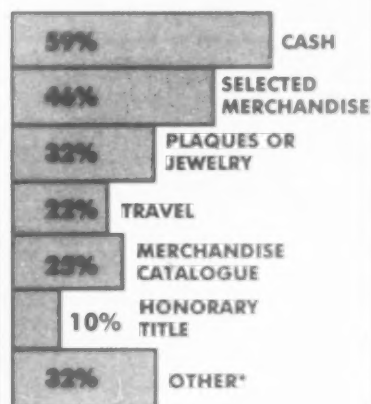
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INCENTIVES

Types of Employee Awards

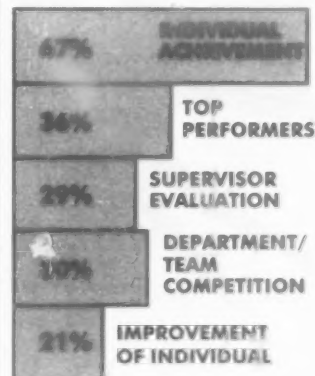


Note: Combined totals exceed 100% due to the use of more than one type of program. * - Includes company dinners, entertainment, time off, shares of stock, etc.

SOURCE: Incentive magazine; Survey of Employee Motivation Practices.
© 1989; Incentive

INCENTIVES

Criteria for Incentive Awards



Note: Combined totals exceed 100% due to the use of more than one type of program.

SOURCE: Incentive magazine; Survey of Employee Motivation Practices.
© 1989; Incentive

INCENTIVES

Selected Resort Hotels

	Boca Raton Resort & Club Boca Raton, FL	The Broadmoor Colorado Springs, CO	The Cloister Hotel Sea Island, GA	Desert Inn Las Vegas, NV
PHONE	407-395-3000/800-327-0101	719-634-7711/800-634-7711	912-638-3611/800-732-4752	702-733-4444/800-634-6909
SLEEPING ROOMS	963	540	264	821
MEETING ROOMS	27	35	15	8
GROUP RATES	In Season: (1/1-4/30) Sgl./Dbl. \$195-340 (5/1-5/24 & 10/1-12/31) Sgl./Dbl. \$180-310 Off Season: (5/25-9/30) Sgl./Dbl. \$105-185	In Season: (5/1-10/31) Sgl./Dbl. \$185-220 (11/1-11/30 & 4/1-4/30) Sgl./Dbl. \$120-160 Off Season: (12/1-3/31) Sgl./Dbl. \$95-125	In Season: (3/15-5/31) Sgl. \$195-315 Dbl. \$240-360 (6/1-11/30) Sgl. \$181-307 Dbl. \$226-352 Off Season: (12/1-2/14) Sgl. \$145-171 Dbl. \$190-216 (2/15-3/14) Sgl. \$167-221 Dbl. \$212-266	Year-round: Sgl./Dbl. \$85-135
MEAL PLANS	EP-AP-MAP	EP-AP-MAP	The above rates include an AP per day	EP-AP-MAP
GROUP MEAL RATES	B \$15.00 L \$17.00 D \$52.00	B \$13.00 L \$16.00 D \$37.00		B \$12.00 L \$16.00 D \$26.50
RECREATION FACILITIES	2 18-hole golf courses, 5 outdoor pools, beach, 29 outdoor tennis courts, health club, sauna	3 18-hole champion golf courses, 3 outdoor pools, 16 tennis courts (4 indoor), horseback riding, health club, sauna	3 18-hole golf courses, 2 outdoor pools, beach, 18 outdoor tennis courts, horseback riding, health club, sauna	18-hole golf course, 3 outdoor pools, 10 Hydro-whirl spas, 10 outdoor tennis courts, health club, sauna
NEAREST AIRPORT	Ft. Lauderdale/West Palm Beach International	Colorado Springs Municipal	Brunswick	McCarran International
DISTANCE/TIME FROM AIRPORT	19 mi./30 min	8 mi./20 min	15 mi./20 min	4 mi./15 min

	Doral Resort & Country Club Miami, FL	The Greenbrier White Sulphur Springs, WV	Grenelefe Resort & Conference Center Grenelefe, FL	Halekulani Hotel Honolulu, HI
PHONE	305-592-2000/800-327-6334	304-536-1110/800-624-6070	813-422-7511/800-237-9549	808-923-2311/800-367-2343
SLEEPING ROOMS	650	650	850	456
MEETING ROOMS	37	30	32	5
GROUP RATES	In Season: (1/1-3/31) Sgl./Dbl. \$205 Shoulder Season: (4/1-4/30 & 10/1-12/31) Sgl./Dbl. \$140 (10/1-12/31) Sgl./Dbl. \$130 (5/1-5/31) Sgl./Dbl. \$125 Off Season: (6/1-9/30) Sgl./Dbl. \$70-80	In Season: (3/31-10/31) Sgl. \$185-366 Dbl. \$290-396 Off Season: (11/1-3/30) (Rates slightly lower)	In Season: (2/16-3/31) Room \$150 Villa \$195 (1/21-2/15 & 4/1-4/14) Room \$135 Villa \$175 Shoulder Season: (1/1-1/20, 4/15-5/17 & 9/10-12/31) Room \$110 Villa \$130 Off Season: (5/18-9/8) Room \$75 Villa \$85	Year-round: Sgl./Dbl. \$195-350
MEAL PLANS	EP	MAP	AP-MAP	EP
GROUP MEAL RATES	B \$12.00 L \$18.00 D \$32.00			B \$15.00 L \$18.00 D \$38.00
RECREATION FACILITIES	5 18-hole and 1 9-hole golf courses, outdoor pool, 15 outdoor tennis courts, horseback riding, biking	3 18-hole golf courses, 2 pools (1 indoor), 20 tennis courts (5 indoor), horseback riding, health club, sauna	3 18-hole golf courses, 5 outdoor pools, 20 outdoor tennis courts, full service marina, sauna, jacuzzi	Access to 2 18-hole golf courses, outdoor pool, beach, access to 10 indoor tennis courts, fitness center
NEAREST AIRPORT	Miami International	Greenbrier Valley	Orlando International	Honolulu International
DISTANCE/TIME FROM AIRPORT	6 mi./10 min	12 mi./15 min	45 mi./50 min	11 mi./25 min

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs

COMPENSATION & EXPENSES

INCENTIVES

Selected Resort Hotels

	Hilton Hawaiian Village Honolulu, HI	Hotel Intercontinental Miami, FL	Hotel Intercontinental New Orleans, LA	Innisbrook Resort Tarpon Springs, FL
PHONE	808-949-4321/800-321-3232	305-577-1000	504-525-5566	813-942-2000
SLEEPING ROOMS	2,524	644	490	1,000
MEETING ROOMS	34	25	30	37 (plus 14,000-sq. ft. conference center)
GROUP RATES	In Season: (1/1-3/31) Sgl./Dbl. \$160-210 (4/1-12/31) Sgl./Dbl. \$145-190	In Season: (1/1-4/30) Sgl. \$120-160 Dbl. \$140-180 (5/1-9/30) Sgl. \$90 Dbl. \$110 (10/1-12/31) Sgl. \$105 Dbl. \$125	In Season: Sgl./Dbl. \$115-140 Off Season: (5/28-9/5) Sgl./Dbl. \$90-105	In Season: (1/29-4/26) Sgl./Dbl. \$150-160 Shoulder Season: (1/6-1/28, 4/27-5/24 & 9/14-1/31) Sgl./Dbl. \$105-115 Off Season: (5/25-9/13) Sgl./Dbl. \$60-70
MEAL PLANS	MAP	EP-MAP	EP	AP-MAP
GROUP MEAL RATES		B-\$10.00 L-\$20.00 D-\$35.00	B-\$14.00 L-\$19.00 D-\$32.00	
RECREATION FACILITIES	3 outdoor pools; beach, water sports	Quarter-mile jogging track, 2 lighted tennis courts, 2 racquetball courts, outdoor pool, access to 36-hole golf course	Full-service health and racquetball club; swimming pool, access to 3 18-hole golf courses	1 27-hole and 2 18-hole golf courses, 6 heated outdoor pools, beach nearby, 18 outdoor tennis courts, health club, sauna
NEAREST AIRPORT	Honolulu International	Miami International	New Orleans International	Tampa International
DISTANCE/TIME FROM AIRPORT	8 mi./20 min.	5 mi./10 min.	15 mi./25 min.	20 mi./25 min.
	Kapalua Bay Hotel Maui, HI	Keystone Lodge & Conference Center Keystone, CO	La Costa Hotel & Spa Carlsbad, CA	Loews Ventana Canyon Resort Tucson, AZ
PHONE	808-669-5656/800-367-8000	303-777-5525	619-438-9111/800-544-7483	602-299-2020/800-234-5111
SLEEPING ROOMS	194	952	482	400
MEETING ROOMS	3	33	16	27
GROUP RATES	In Season: (12/20-4/15) Sgl./Dbl. \$205-385 (4/16-12/19) Sgl./Dbl. \$185-360	In Season: (12/19-4/1) Sgl./Dbl. \$130-350 (6/3-10/7) Sgl./Dbl. \$100-300 Off Season: (4/2-6/2 & 10/8-12/18) Sgl./Dbl. \$70-250	Year-round: Sgl./Dbl. \$195-245	In Season: (1/15-4/30) Sgl./Dbl. \$205-225 (9/11-1/14) Sgl./Dbl. \$155-175 Shoulder Season: (5/1-5/31) Sgl./Dbl. \$145-165 Off Season: (6/1-9/10) Sgl./Dbl. \$95
MEAL PLANS	MAP	EP	EP-AP-MAP	EP-AP-MAP
GROUP MEAL RATES		B-\$9.60 L-\$14.40 D-\$24.00	B-\$12.00 L-\$17.00 D-\$35.00	B-\$15.50 L-\$18.75 D-\$35.70
RECREATION FACILITIES	2 18-hole golf courses, 2 pools, 3 beaches, 10 tennis courts (4 lighted), horseback riding	18-hole golf course, 11 pools (6 indoor), 14 tennis courts (2 indoor), horseback riding, alpine & cross-country skiing, ice-skating, sailing, bicycling, health club, sauna	2 18-hole golf courses, 7 outdoor pools, beach nearby, 23 outdoor tennis courts, full-service health spa	18-hole golf course, access to 18-hole golf course, 2 heated outdoor pools, 10 outdoor tennis courts, health club, sauna, access to horseback riding
NEAREST AIRPORT	Kapalua-West Maui	Stapleton International	San Diego	Tucson International
DISTANCE/TIME FROM AIRPORT	5 mi./10 min.	75 mi./1 hr. 30 min.	30 mi./35 min.	20 mi./25 min.

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs.

COMPENSATION & EXPENSES

INCENTIVES

Selected Resort Hotels

	Mark Hopkins Inter- continental Hotel San Francisco, CA	Marriott's Harbor Beach Ft. Lauderdale, FL	Maui Inter- continental Wailea, Maui, HI	Maui Marriott Resort Maui, HI
PHONE	415-392-3434/800-336-7070	305-525-4000/800-222-6543	800-292-4532/800-874-7800	808-667-1200/800-228-9290
SLEEPING ROOMS	394	622	550	720
MEETING ROOMS	14	30	29	10
GROUP RATES	In Season: (9/7-11/16) Sgl. \$160-210 Dbl. \$190-240 (3/1-6/30) Sgl. \$145-185 Dbl. \$175-205 Shoulder Season: (1/1-2/28, 7/1-9/6 & 11/17-12/31) Sgl. \$125-145 Dbl. \$155-175	In Season: (12/17-4/21) Sgl./Dbl. \$195-280 (4/22-6/9 & 10/7-12/15) Sgl./Dbl. \$150-195 Shoulder Season: (6/10-10/6) Sgl./Dbl. \$120-170	In Season: (1/7-3/31) Sgl./Dbl. \$245 (4/1-9/27) Sgl./Dbl. \$180 (9/28-11/15) Sgl./Dbl. \$205 (11/16-12/24) Sgl./Dbl. \$185	In Season: (1/1-3/31) Sgl./Dbl. \$195-285 Shoulder Season: (4/1-12/31) Sgl./Dbl. \$159-230
MEAL PLANS	EP	EP-MAP	EP	EP-AP-MAP
GROUP MEAL RATES	B-\$19.00 L-\$25.00 D-\$38.50	B-\$10.45 L-\$18.75 D-\$27.25	B-\$16.25 L-\$19.75 D-\$29.00	B-\$17.00 L-\$20.00 D-\$45.00
RECREATION FACILITIES	Access to 18-hole golf course; health club	Access to 2 18-hole golf courses; outdoor pool; beach; cabana club; 5 outdoor tennis courts; health club; sauna; access to horseback riding	Access to 2 18-hole golf courses; 14 tennis courts; 3 swimming pools; 2 beaches	Access to 2 18-hole golf courses; 2 outdoor pools; beach; 5 outdoor tennis courts; fitness center; access to horseback riding
NEAREST AIRPORT	San Francisco International	Ft. Lauderdale	Kahului Airport	Kahului Airport
DISTANCE/TIME FROM AIRPORT	20 mi./25 min.	3 mi./10 min.	16 mi./25 min.	30 mi./45 min.
	Olympia Resort & Spa Oconomowoc, WI	Opryland Hotel Nashville, TN	Pheasant Run Resort St. Charles, IL	The Pointe at Squaw Peak Phoenix, AZ
PHONE	414-567-0311/800-558-9573	615-889-1000	312-584-6300	602-997-2626/800-528-0428
SLEEPING ROOMS	380	1,891	550	580
MEETING ROOMS	20	70	38	48
GROUP RATES	In Season: (5/1-10/31) Sgl./Dbl. \$88-105 Off Season: (11/1-4/30) Sgl./Dbl. \$69-79	Year round: Sgl./Dbl. \$99-139	In Season: (4/15-11/15) Sgl. \$74-98 Dbl. \$77-107 Off Season: (11/16-4/14) Sgl. \$59-83 Dbl. \$65-88	In Season: (1/1-4/29) Sgl. \$190 Dbl. \$230 (10/1-12/31) Sgl. \$155 Dbl. \$195 Shoulder Season: (4/30-6/10) Sgl. \$135 Dbl. \$165 Off Season: (6/11-9/9) Sgl. \$115 Dbl. \$115
MEAL PLANS	EP-AP	EP	EP-AP	EP-AP-MAP
GROUP MEAL RATES	B-\$7.25 L-\$13.95 D-\$21.80	B-\$6.00 L-\$9.00 D-\$25.00	B-\$9.00 L-\$13.50 D-\$27.50	B-\$10.25 L-\$12.25 D-\$28.50
RECREATION FACILITIES	18-hole golf course; 2 pools (1 indoor); beach; 11 tennis courts (4 indoor); horseback riding; full-service health spa	Access to 2 18-hole golf courses; 3 outdoor pools; 6 outdoor tennis courts; fitness center	18-hole golf course; 2 pools (1 indoor); 13 tennis courts; health club; sauna; access to horseback riding	Access to 18-hole golf course; 5 outdoor pools; 8 outdoor tennis courts; horseback riding; health club; sauna
NEAREST AIRPORT	Milwaukee Mitchell Field	Nashville Metropolitan	O'Hare International	Phoenix Airport
DISTANCE/TIME FROM AIRPORT	37 mi./40 min.	7 mi./15 min.	24 mi./35 min.	12 mi./20 min.

SOURCE: Sales & Marketing Management, 1990 Survey of Selling Costs

COMPENSATION & EXPENSES

INCENTIVES

Selected Resort Hotels

	Ritz Carlton Naples, FL	Saddlebrook Wesley Chapel, FL	Sea Pines Plantation Hilton Head Island, SC	Sheraton Steamboat Resort & Conference Center Steamboat Springs, CO
PHONE	813-598-3300/800-241-3333	813-973-1111/800-729-8383	803-785-3333/800-845-6131	303-879-2220
SLEEPING ROOMS	463	700 rooms/500 suites	500 villas	420
MEETING ROOMS	22	33	14	16
GROUP RATES	In Season: (1/3-5/31) Sgl./Dbl. \$260-400 Shoulder Season: (9/1-12/13) Sgl./Dbl. \$200-340 Off Season: (6/1-9/30) Sgl./Dbl. \$115-240	In Season: (1/15-4/30) Sgl./Dbl. \$140 1 BR Ste. \$165 2 BR Ste. \$240 Shoulder Season: (5/1-5/25 & 9/15-1/14) Sgl./Dbl. \$115 1 BR Ste. \$140 2 BR Ste. \$205 Off Season: (5/22-9/14) Sgl./Dbl. \$65 1 BR Ste. \$85 2 BR Ste. \$110	Year-round: 1 BR villa \$80-180 2 BR villa \$100-210 3 BR villa \$120-250 4 BR villa \$180-300	In Season: (12/17-12/31) Sgl./Dbl. \$199 (2/4-4/1) Sgl./Dbl. \$189-229 (1/6-2/3 & 4/2-4/16) Sgl./Dbl. \$129-149 Off Season: (11/21-12/16) Sgl./Dbl. \$99 (5/26-9/30) Sgl./Dbl. \$69-79
MEAL PLANS	EP	EP-MAP	EP	EP-MAP
GROUP MEAL RATES	B \$10.00 L \$20.00 D \$50.00	B \$8.00 L \$11.00 D \$25.00	B \$9.20 L \$11.50 D \$25.80	B \$8.50 L \$11.75 D \$22.00
RECREATION FACILITIES	Access to 18-hole golf course; outdoor pool, beach, 6 outdoor tennis courts, fitness center, bicycling, water sports	2 18-hole golf courses; 2 outdoor pools; 2 whirlpools; 36 tennis courts, fitness center, sauna	3 18-hole golf courses; 30 outdoor pools; beach; 60 outdoor tennis courts; horseback riding; bicycle path; water sports	18-hole golf course; outdoor pool, jacuzzi; sauna; access to 2,500 acres of skiable terrain; tennis and horseback riding
NEAREST AIRPORT	Ft. Myers	Tampa International	Hilton Head Airport	Steamboat Springs
DISTANCE/TIME FROM AIRPORT	25 mi./30 min.	29 mi./35 min.	5 mi./10 min.	6 mi./10 min.

	Stouffer Pineisle Resort Buford, GA	Stouffer Waiohai Resort Kauai, HI	Westin Kauai Kauai, HI	Williamsburg Inn Williamsburg, VA
PHONE	404-945-8921	808-742-9511/800-426-4122	808-245-5050/800-228-3000	804-220-7600/800-HISTORY
SLEEPING ROOMS	250	426	847	148
MEETING ROOMS	22	10	13	3
GROUP RATES	In Season: (12/26-11/18) Sgl. \$130-160 Dbl. \$145-175 Off Season: (11/19-2/24) Sgl. \$100 Dbl. \$110	Year-round: Sgl./Dbl. \$185-215	Year-round: Sgl./Dbl. \$195-385	In Season: (3/25-12/31) Sgl./Dbl. \$210 Shoulder Season: (3/3-3/24) Sgl./Dbl. \$140 Off Season: (1/1-3/3) Sgl./Dbl. \$125
MEAL PLANS	EP-AP-MAP	EP-AP-MAP	EP-AP-MAP	EP-AP-MAP
GROUP MEAL RATES	B \$10.00 L \$11.00 D \$30.00	B \$16.45 L \$21.00 D \$42.00	B \$11.50 L \$12.50 D \$23.50	B \$12.00 L \$15.00 D \$38.00
RECREATION FACILITIES	18-hole golf course; 2 pools (1 indoor); 7 tennis courts (3 indoor); horseback riding, water sports, health club, sauna; 3 hot tubs	Access to 18-hole golf course; 3 outdoor pools; beach; 6 outdoor tennis courts (4 lighted); health club; sauna	2 18-hole golf courses; 2 outdoor pools; beach; 8 lighted tennis courts; health club; sauna; wellness center	18-hole and 9-hole golf course; 3 pools (1 indoor); 8 outdoor tennis courts; health club; sauna
NEAREST AIRPORT	Hartfield International	Lihue Airport	Lihue Airport	Norfolk International, Richmond
DISTANCE/TIME FROM AIRPORT	55 mi./1 hr.	12 mi./15 min.	1 mi./5 min.	45 mi./50 min.

Notes: AP - Full American Plan (3 meals per day); MAP - Modified American Plan (breakfast and dinner per day); EP - European Plan (no meals). Although rates are listed, most prices are negotiable and will vary depending on the number of clients, dates, etc.

SOURCE: Sales & Marketing Management, 1990 Survey of Selling Costs.

INCENTIVES

Selected Incentive Travel Destinations

	AIRFARES* Restricted/ Unrestricted	LODGING** Low Single/ High Double	GROUP ACTIVITIES***
Acapulco Mexico	\$360-\$561	\$64-\$89	1) Schedule a glass-bottom boat excursion to Roqueta Island and the underwater Shrine of Our Lady of Guadalupe, 2) Visit San Diego, a Spanish fort with a harbor view. For further information, contact the Mexican Government Tourism Office: 212-838-2949 or 800-262-8900.
Amsterdam Holland	\$448-\$2,272	\$109-\$173	1) Arrange a Bruegel medieval feast at Dussen Castle, 2) a royal reception in a museum, or 3) a boat trip along the canals with candlelight tour (in season). For further information, contact the Netherlands Board of Tourism: 212-370-7367.
Atlantic City New Jersey	\$204-\$464	\$79-\$151	1) Plan a tour followed by a dinner/reception at a winery, 2) organize a theme party at the historic town of Smithville or Wheaton Village, or 3) plan a boat trip/private party aboard a cruise ship. For further information, contact the Atlantic City Convention & Visitors Bureau: 609-348-7100 or 800-262-7395.
Banff Canada	\$266-\$684	\$68-\$169	1) Plan an excursion aboard a scenic lift to view Banff's ski country, 2) board sightseeing gondolas, or 3) arrange for a tour of the hot springs. For more information, contact the Banff/Lake Louise Chamber of Commerce: 403-762-3777.
Cancun Mexico	\$334-\$565	\$98-\$133	1) View a Spanish sound-and-light show in the Mayan city of Uxmal, 2) plan a picnic along one of Cancun's beaches or among its tropical foliage, or 3) arrange a tour of ancient Mayan ruins. For further information, contact the Mexican Government Tourism Office: 212-838-2949 or 800-262-8900.
Dublin Ireland	\$598-\$2,336	\$79-\$122	1) Arrange a dinner reception with a lord at Slane castle, or 2) tour one of Dublin's many castles, including the Dublin Castle and the Malahide Castle. For further information, contact the Irish Tourist Board: 212-418-0800.
Hamilton Bermuda	\$336-\$564	\$87-\$144	1) Plan a two-hour glass-bottom boat cruise, 2) a Bermuda Night with limbo contests, or 3) a tour to the historic town of St. George. For more information, contact the Bermuda Department of Tourism: 212-818-9800.
Hong Kong Island Hong Kong	\$1,100-\$4,636	\$101-\$171	1) Charter a "junk" and have a banquet during a cruise of Hong Kong Harbor, 2) arrange for the pipers of the Royal Hong Kong Police to open your dinner/reception, or 3) view Hong Kong aboard the Peak Tram funicular railway. For further information, contact the Hong Kong Tourist Association: 312-782-1960.
Honolulu Hawaii	\$617-\$1,467	\$73-\$134	1) Plan a theme party/reception at Sea Life Park, an oceanside oceanarium, 2) visit Diamond Head, a dormant volcano, or 3) visit the Polynesian Cultural Center. For further information, contact the Hawaii Visitors Bureau: 212-986-9203 or, in Hawaii, 808-923-1811.
Kauai Hawaii	\$618-\$1,305	\$99-\$184	1) Arrange for a cruise along the Wailua River followed by a hike to the Fern Grotto, 2) plan a raft excursion to the Na Pali Coast, or 3) visit the Kilohana plantation restoration. For further information, contact the Hawaii Visitors Bureau: 212-986-9203 or, in Hawaii, 808-923-1811.
Las Vegas Nevada	\$307-\$769	\$41-\$77	1) Plan a western-style evening with visits to Old Nevada followed by a barbecue or rodeo, 2) see the Grand Canyon or the Hoover Dam by air, or 3) tour the Old Mormon Fort. For further information, contact the Las Vegas Convention & Visitors Authority: 702-733-2323.
Lisbon Portugal	\$676-\$2,034	\$72-\$102	1) Arrange a medieval banquet at Ourem Castle, 2) a dinner-dance cruise, 3) a luncheon-buffet boat ride, or 4) a wine tasting tour. For further information, contact the Portuguese National Tourist Office: 212-354-4403.
London England	\$398-\$2,218	\$145-\$214	1) Plan a reception at an authentic English pub, 2) an excursion to Shakespeare country, or 3) a theme event including Beefeaters or Scottish pipers. For further information, contact the British Tourist Authority: 212-581-4708.
Madrid Spain	\$516-\$1,966	\$74-\$105	1) Arrange a dinner-dance at Manzanares Castle, 2) view Tientas (amateur bullfights) at private country homes, or 3) organize a flamenco reception. For further information, contact the National Tourist Office: 212-759-8822.

INCENTIVES

Selected Incentive Travel Destinations

	AIRFARES* Restricted/ Unrestricted	LODGING** Low Single/ High Double	GROUP ACTIVITIES***
Mau Hawaii	\$690-\$1,631	\$103-\$179	1) View Mount Haleakala by helicopter or on horseback, 2) tour the quaint villages of Lahaina or Hana, or 3) visit Haleakala National Park with its large dormant volcano. For further information, contact the Hawaii Visitors Bureau: 212-986-9203 or, in Hawaii, 808-923-1811.
Monte Carlo Monaco	\$840-\$2,700	\$110-\$179	1) Plan a welcome get-together party at the Beach Club, 2) arrange a gala dinner at the Sporting Club, or 3) tour old Monaco. For further information, contact the Monaco Government Tourist & Convention Bureau: 212-759-5227.
Montreal Canada	\$158-\$440	\$78-\$110	1) Visit Ste. Helene Island for a picnic or for viewing the old restored fort and museum, 2) tour the historic town of Old Montreal, or 3) plan a trip to the Dow Planetarium. For further information, contact the Greater Montreal Convention & Tourism Bureau: 514-871-1129.
Munich West Germany	\$580-\$2,588	\$74-\$125	1) Plan an Oktoberfest Party with authentic German dining, 2) attend a jousting tournament at Kaltenberg Castle, or 3) dine in old Bavarian farmhouses surrounding the baroque church of St. Andreas. For more information, contact the German National Tourist Office: 312-308-3300.
Nassau Bahamas	\$268-\$760	\$82-\$129	1) Plan a picnic lunch at Cabbage Beach, 2) a glass-bottom boat trip, or 3) visit one of the historic forts that offer scenic views of the city or shore. For further information, contact the Bahamas Tourist Office: 212-758-2777.
New Orleans Louisiana	\$186-\$655	\$78-\$119	1) Arrange a banquet or reception aboard a steamboat, 2) have a Cajun or Creole party complete with a Bourbon Street Jazz Band, or 3) have a cocktail party on a private patio in the French Quarter. For further information, contact the New Orleans Tourist and Convention Bureau: 504-566-5011.
Orlando Florida	\$223-\$485	\$68-\$110	1) Arrange for a boat ride through the lakes and canals of Winter Park or through Disney's Bay Lake, 2) tour Ocala, Florida's horse country, or 3) have a street party in historical downtown Orlando. For further information, contact the Orlando/Orange County Convention & Visitors Bureau: 407-363-5800.
Paris France	\$560-\$2,592	\$99-\$168	1) Plan an in-house fashion show with lunch or tea at a gallery or department store on the Boulevard Haussmann, 2) tour one of Paris's 90 theaters or 608 museums, or 3) visit the historic Marais district. For further information, contact the National Business Travel Division, French Government Tourist Office: 312-751-7800.
Puerto Vallarta Mexico	\$305-\$545	\$66-\$93	1) Charter a yacht and visit Yelapa, a scenic "South Seas" fishing village, 2) organize an evening dinner/reception aboard a yacht, or 3) visit the Isla Rio Cuale or Juarez Avenue for shopping. For further information, contact the Mexican Government Tourism Office: 212-838-2949 or 800-262-8900.
Rio de Janeiro Brazil	\$1,414-\$2,630	\$79-\$182	1) Arrange a carnival-style dinner show at the Scala or Plataforma theaters, 2) a reception aboard cruise ships around Guanabara Bay, or 3) tour Sugar Loaf and Corcovado mountains for views of the city. For further information, contact the Embratur Brazilian Tourism Board: 212-286-9600.
Rome Italy	\$664-\$2,260	\$95-\$152	1) Plan a toga party or Renaissance party in an Italian villa, 2) a reception or welcoming party in an ancient palace, or 3) an excursion to a Roman castle or Etruscan country. For further information, contact the Italian Government Travel Office: 212-245-4825.
San Francisco California	\$372-\$1,077	\$100-\$175	1) Plan a California wine tasting tour complemented by a picnic lunch, 2) a victory or pirate party aboard a sailing or cruise ship, or 3) a Day at the Races at Golden Gate Fields or Bay Meadows. For more information, contact the San Francisco Convention and Visitors Bureau: 415-227-2629.
Singapore	\$1,280-\$4,424	\$70-\$112	1) Tour the spiritual monuments of this religiously diversified city, 2) hold a cocktail reception at the National Museum, or 3) view the traditional "Lion Dance" and martial arts display. For further information, contact the Singapore Convention Bureau: 212-687-0385.
Sydney Australia	\$1,700-\$3,690	\$82-\$106	1) Tour the Royal Botanic Gardens and the Taronga Park Zoo, 2) visit the historic town of Old Sydney, or 3) arrange a tour of Hunter Valley, a major wine producing area. For further information, contact the Australian Tourist Commission: 213-552-1988 or 212-687-6300.

INCENTIVES

Selected Incentive Travel Destinations

	AIRFARES* Restricted/ Unrestricted	LODGING** Low Single/ High Double	GROUP ACTIVITIES***
Tokyo Japan	\$1,086-\$5,178	\$93-\$168	1) Visit one of Japan's national monuments, including the National Diet Building or Budokan Hall, 2) witness a tea ceremony, or 3) view the city and Mount Fuji from Tokyo Tower. For further information, contact the Japan National Tourist Organization, 212-757-5640.
Vail Colorado	\$321-\$739	\$130-\$274	1) Plan a sleigh ride into the mountains with dinner in a log cabin afterward, 2) a white-water rafting excursion, or 3) a tour through Leadville, Colorado's historic mining town. For further information, contact the Vail Resort Association, 303-476-1000.

Notes: *Airfares show the average range of round-trip coach fares per person, departing from Chicago. The lowest rate indicates restricted fares that involve such things as advance purchase, weekday departures, and a Saturday night stay-over. The highest rate is for a nonrestricted purchase made with no advance reservations. Note that airfares to the Orient, South America, and Europe generally call for a minimum stay of seven days.

**Lodging costs are per person, per night, with the lowest rate shown averaged from the lowest single-occupancy rates at a cross-section of hotels for each destination. The highest rate is an average of the highest double-occupancy rates at the same hotels. Figures for European and Pacific/Asian destinations are based on data from the *Hotel and Travel Index*, published by the Business Publications Div. of Murdoch Magazines. Keep in mind that rates are subject to change due to currency fluctuations. All other rates are based on data from the *Official Airlines Guide Travel Planner: North American Edition*.

***Group Activities are based on listings from the 1988 *Successful Meetings Sourcebook*.

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COMPENSATION & EXPENSES

SALES SUPPORT

Trade Show Exhibit Costs—1989

COMPONENT	AVERAGE COST
SPACE RENTAL RATES/SQ. FT.	\$11.57
DRAYAGE/CWT.	\$27.54
PERSONNEL:	
PROJECTIONIST/HR.	\$28.32
JANITOR/SQ. FT.	\$.12
PLUMBER/HR.	\$38.49
ELECTRICIAN/HR.	\$41.69
CARPENTER/HR.	\$42.09
FURNITURE RENTAL:	
UPHOLSTERED LOUNGE CHAIR	\$32.40
FIBERGLASS SIDE CHAIR	\$18.70
DRAPED DISPLAY TABLE (2x6 FT.)	\$48.72
DESK	\$109.44
CARPETING/SQ. YD.	\$63.49

SOURCE: © 1989 by Tradeshow Week, Inc., Los Angeles, CA (213-826-5696)

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SLIDES

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FILMS

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GAMES/SIMULATIONS

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32.4%

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8.9%

COMPUTER CONFERENCING

4.1%

Notes: Responses were gathered from a number of different industries and job types including training, human resources, sales & marketing, and customer service.

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SALES SUPPORT

Expected Increases in Trade Show Exhibition Costs

COMPONENT	PROJECTED AVERAGE INCREASE, 1989-90
SPACE RENTAL RATES	5.5%
PERSONNEL	
PROJECTIONIST	1.9%
JANITOR	3.5%
PLUMBER	0.7%
ELECTRICIAN (HOURLY)	2.4%
INSTALLATION & DISMANTLING	5.4%
EQUIPMENT	
AUDIOVISUAL	2.7%
FURNITURE	5.5%
SERVICES	
PHOTOGRAPHER	2.2%
FLORIST	3.6%
SECURITY GUARD	2.2%
TRANSPORTATION	
COMMON CARRIER/MOTOR FREIGHT	2.9%
VAN SHIPMENT (UNCRATED)	3.5%
DRAYAGE (WAREHOUSE TO BOOTH)	4.7%
DRAYAGE (DOCK TO BOOTH)	4.2%
OTHER	
NEW CONSTRUCTION	7.7%
EXHIBIT PREP & REFURBISHING	7.1%
PRESENTERS/MODELS/LIVE TALENT	3.9%

SOURCE: International Exhibitors Association, The 1990 Budget Guide. Complete copies of the guide can be obtained for \$25 from the International Exhibitors Association, 5103B Backlick Rd., Annandale, VA 22003-6085.

SALES SUPPORT

Audiovisual Equipment Purchase Costs

EQUIPMENT	1989 PURCHASE PRICE RANGE	MEDIAN
Projectors:		
Super 8mm sound movie	\$ 574-1,990	\$1,282
16mm sound movie	1,350-3,300	2,325
35mm slide projector	240-4,595	2,418
35mm slide w/synch. tape deck	325-1,090	708
Front/rear-screen 35mm filmstrip w/ self-contained synch. tape	549-674	612
Opaque projector	249-924	587
Overhead transparency	250-949	600
Silent filmstrip	85-247	166
Tape Recorders:		
Cassette	\$50-949	\$500
Reel-to-reel	1,099-7,999	4,549
Video Equipment:		
1/2-inch color cassette recorder/player	\$695-3,500	\$2,098
1/4-inch color cassette recorder/player	1,780-8,850	5,315
Portable monitor and recorder/player	575-1,595	1,085
Color camera	1,035-6,700	3,868
Color monitor	339-2,950	1,645
Monitor/receiver	290-995	643

Note: Purchase prices are manufacturers' suggested retail prices without optional extras.

SOURCE: Sales & Marketing Management, 1990 Survey of Selling Costs

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SALES SUPPORT

Advertising and Promotional Expenditures
as a Percentage of Net Sales

INDUSTRY	AD/SALES RATIO 1989	ANNUAL GROWTH RATE 1988-89
Food Products		
Food & Kindred Products	7.8%	13.0%
Meat Products	1.2	15.3
Dairy Products	4.7	9.9
Canned Foods	6.9	7.3
Flour & Other Grain Products	9.4	8.8
Bakery Products	1.7	4.8
Malt Beverages	8.4	7.7
Tobacco Products		
Cigarettes	5.7	9.1
Textile Mill Products		
Textile Products	2.0	-4.5
Floor-covering Mills	0.7	13.0
Apparel		
Apparel & Other Finished Products	2.9	7.2
Furniture & Fixtures		
Household Furniture	4.8	12.1
Office Furniture	1.2	9.9
Printing & Publishing		
Newspapers	3.6	12.9
Periodicals	3.7	5.4
Books	3.3	10.8
Chemicals & Allied Products		
Chemicals & Allied Products	2.7	13.8
Industrial Inorganic Chemicals	16.5	19.8
Plastic Materials & Synthetic Resins	1.2	18.8
Soap & Other Detergents	7.7	8.7
Paints, Varnishes, & Lacquers	3.7	9.5
Petroleum & Coal Products		
Petroleum Refining	2.7	14.3
Paving & Roofing Materials	2.0	6.3
Rubber & Misc. Plastic Products		
Tires & Inner Tubes	2.0	6.7
Misc. Plastics Products	1.9	5.1
Footwear (except Rubber)	3.4	5.9
Stone, Clay, & Glass Products		
Pottery & China	5.7	64.3
Foundries		
Iron & Steel Foundries	1.2	12.0
Fabricated Metals		
Heating Equip. & Plumbing Fixtures	0.7	5.9
Machinery & Equipment		
Farm & Garden Machinery & Equip.	1.4	-4.5
Metalworking Equip.	5.5	1.9

INDUSTRY	AD/SALES RATIO 1989	ANNUAL GROWTH RATE 1988-89
Computing & Office Equip.	1.2%	9.7%
Refrigeration Equip.	2.3	7.8
Electric & Electronic Equipment		
Household Appliances	4.2	77.8
Household Audio & Video Equip.	2.8	10.6
Transportation Equipment		
Motor Vehicles & Car Bodies	1.7	12.6
Motor Homes	1.7	10.6
Instruments & Related Products		
Optical Instruments & Lenses	0.6	8.7
Photographic Equip.	3.6	14.0
Watches, Clocks, & Parts	3.0	8.6
Misc. Manufacturing Industries		
Jewelry & Precious Metals	1.8	12.0
Musical Instruments	3.4	11.7
Toys & Games	14.2	8.1
Sporting & Athletic Goods	5.5	13.9
Pens & Other Writing Instruments	5.4	9.2
Communications		
Radio Broadcasting	8.6	21.2
Television Broadcasting	2.5	1.8
Cable & Pay TV	2.2	20.3
Wholesaling		
Autos & Other Vehicles	2.8	23.6
Computers & Software	0.2	22.6
Drugs	0.1	6.7
Food	1.5	10.6
Retailing		
Lumber & Other Building Materials	1.8	6.8
Department Stores	2.9	5.5
Variety Stores	1.9	8.6
Grocery Stores	1.3	5.6
Automotive Dealers & Gas Suppliers	0.7	8.8
Apparel & Accessories	2.4	11.3
Women's Ready-to-Wear	2.7	8.6
Furniture & Home Furnishings	5.0	10.5
Eating & Drinking Places	9.3	-16.9
Eating Places	3.3	7.6
Mail-order Houses	5.7	11.0
Misc. Service Industries		
Hotels & Motels	3.4	5.0
Personal Services	5.7	3.4
Motion Picture Production	9.8	13.2
Educational Services	5.0	17.6

Notes: The **Ad/Sales Ratio** shows the Advertising & Promotional budget for each selected industry as a percentage of Net Sales. The **Annual Growth Rate** shows the average annual compound growth rate in the advertising & promotional budgets of selected industries between 1988 and 1989.

This table is based on *Advertising Ratios & Budgets*, an annual study of advertising and promotional expenditures of major U.S. corporations published by Schonfeld & Associates, Inc. The study contains 1988 historical and current-year forecasts of advertising budgets for more than 5,700 publicly owned companies in over 390 different industries. Figures are compiled from 10-K reports filed with the Securities and Exchange Commission. Cautious interpretation is advised, however, since companies may vary on their interpretation of what constitutes advertising and/or promotional expenditures. Also, large companies operating in several different fields may be listed only in their primary industry sector, and figures for privately owned companies do not appear. Copies of *Advertising Ratios & Budgets* are available at a cost of \$295 from Schonfeld & Associates, Inc., 1 Sherwood Drive, Lincolnshire, IL 60069.

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SALES SUPPORT

Selected Fax Machine Profiles

COMPANY	MODEL*	SELECTED FEATURES	PRICE**
CANON	FAX-222	12-second transmission speed, 30-number speed dial, automatic redial, 16-shade halftone mode, auto/voice data switch, 15-page automatic document feeder, and automatic paper cutter.	\$1,795
	FAX-245	Same as the FAX-222 plus 64-shade halftone mode.	\$2,195
	FAX-350	Plain paper fax with super fine mode, 15-second transmission speed, 32-number speed dial, automatic redial, 16-shade halftone mode, auto/voice data switch, 30-page automatic document feeder and automatic paper cutter.	\$2,495
	FAX-750	Same as the FAX-245 plus 9-second transmission speed, 72-number speed dial, and super fine mode.	\$3,495
	FAX-850	Same as the FAX-350 plus 6-second transmission speed.	\$4,995
MURATA	F-25	15-second transmission speed, 15-number speed dial, automatic redial, 16-shade halftone mode, auto/voice data switch, 5-page automatic document feeder, automatic paper cutter, and super fine mode.	\$1,395
	F-40	Same as the F-25 but with 18-second transmission speed, 30-number speed dial, and 30-page automatic document feeder.	\$1,895
	F-45	Same as the F-40 plus 15-second transmission speed.	\$2,295
	F-50	Same as the F-45 but with 24-number speed dial and 50-page automatic document feeder.	\$2,995
RICOH	FAX15	15-second transmission speed, 64-shade halftone mode, auto/voice data switch, 10-page document feeder, and automatic paper cutter.	\$1,995
	FAX25	Same as the FAX15 plus 24-number speed dial and automatic redial.	\$2,395
	FAX65	Same as FAX25 plus 28-number speed dial and 30-page automatic document feeder.	\$2,995
	FAX105	Same as FAX65 plus 9-second transmission speed and dual paper rolls.	\$3,695
	FAX1000L	Same as the FAX25 plus plain paper.	\$5,995
SHARP	FO-230	13-second transmission speed, 16-shade halftone mode, auto/voice data switch, and 10-page automatic document feeder.	\$1,295
	FO-330	Same as the FO-230 but with 18-second transmission speed, 24-number speed dial, automatic redial, and automatic paper cutter.	\$1,795
	FO-550	Same as the FO-330 plus 40-number speed dial and 15-page automatic document feeder.	\$2,195
	FO-750	Same as the FO-550 plus 9-second transmission speed, 64-shade halftone mode, 30-page automatic document feeder, and super fine mode.	\$2,595
	FO-800	Same as the FO-750 but with 11-second transmission speed and 64-number speed dial.	\$3,595
TOSHIBA	3200	15-second transmission speed, 16-shade halftone mode, auto/voice data switch, and 7-page automatic document feeder.	\$995
	3400	Same as the 3200 plus 24-number speed dial and automatic redial.	\$1,295
	3600	Same as the 3400 plus 10-page automatic document feeder.	\$1,495
	3750	Same as the 3600 plus 15-page automatic document feeder and automatic paper cutter.	\$1,795

*All machines are Group 3 compatible.

**Manufacturers' suggested retail price.

SOURCE: Companies were selected based on 1988 market share data supplied by International Data Corporation, Framingham, MA. Information gathered by Sales & Marketing Management, 1990 Survey of Selling Costs.

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SALES SUPPORT

Selected Cellular Phone Profiles

COMPANY	MODEL**/CODE	SELECTED FEATURES	PRICE†
(P) = Portable (F) = Fixed (car only) (T) = Transportable (both)			
AUDIOVOX (TOSHIBA)	CMT 410 (F*)	Hands-free usage, 50-number speed dial, automatic redial and tone overriding, lighted keypad, electronic lock (optional auto lock).	\$795
	*Audiovox offers an optional transportable conversion kit to the CMT 410 model.		
	CTX-5000 (T)	Hands-free usage, 1 hr. talk time, 99-number speed dial, automatic redial and tone overriding, lighted keypad, electronic lock (optional auto lock).	\$1,995
MITSUBISHI	800 MOB (F*)	Hands-free usage, 100-number speed dial, automatic redial and tone overriding, electronic lock.	\$999
	*Mitsubishi offers an optional extra mounting or transportable conversion kit to the 800 MOB model.		
	800 (T)	130 min. talk time, 100-number speed dial, automatic redial and tone overriding, electronic lock.	\$1,149
	900 (P)	1.5 hr. talk time, 100-number speed dial, automatic redial. (18 oz.)	\$1,299
MOTOROLA	9800XL (P)	Up to 4.4 hr. talk time, 120-number speed dial, call screening, automatic lock, lighted keypad. (12.5-26 oz.)	\$2,695
	9800XL (T)	Same as the 9800XL (P) plus hands-free usage and transportable kit.	\$4,995
	MICRO TAC 950 (P)	75-min. talk time, 120-number speed dial, call screening, lighted keypad. (12.3 oz.)	\$3,495
	MICRO TAC 950PT (F)	Hands-free usage, 99-number speed dial, speed charger.	\$5,795
NEC	M4700 (F)	Hands-free usage, 40-number speed dial, automatic redial and tone overriding, automatic lock, lighted keypad.	\$799
	P300 (P*)	80 min. talk time, 99-number speed dial, automatic tone overriding, automatic lock. (14 oz.)	\$1,799
	*NEC offers optional car mounting kits with hands-free usage to the P300.		
NOVATEL	419BR (F*)	Optional hands-free usage, 75-number speed dial, automatic redial, electronic lock, lighted keypad.	N.A.
*NOVATEL offers optional transportable conversion kits to the 419BR model.			
	PTR 800A (P)	80 min. talk time, 99-number speed dial, electronic lock, lighted keypad. (1.4 lbs.)	N.A.
PANASONIC	CM500 (F)	Hands-free usage, 40-number speed dial, automatic tone overriding, automatic lock, lighted keypad.	under \$900
	TP500 (T)	Same as the CM500 plus 75 min. talk time and transportable kit.	under \$1,000
	EB-KJ3500 (P)	70 min. talk time, 40-number speed dial, automatic tone overriding and lock. (19 oz.)	\$1,300
UNIDEN	CP1200 (F*)	Hands-free usage, 30-number speed dial, automatic redial and tone overriding, electronic lock, lighted keypad.	\$500-\$600
	*UNIDEN offers optional transportable conversion kits to the CP1200 model.		
	CP2000 (T)	Hands-free usage, 7 hr. talk time, 30-number speed dial, automatic redial and tone overriding, electronic lock, lighted keypad. (19 oz.)	\$700-\$800
	CP500 (P)	1.4 hr. talk time, 30-number speed dial, automatic redial and tone overriding, electronic lock, lighted keypad (19.6 oz.)	\$800-\$950

**Cellular phones cannot function without the use of an RCC, or Radio Common Carrier, a service offered by a number of communication companies throughout the U.S. A carrier literally "carries" a message over the airwaves to the number being called. Most of these companies charge by the month for this service, and some limit the volume of calls allowed by the user. Be sure to inquire about this service in your area before making a final decision on purchasing any equipment.

†Manufacturers' suggested retail price

SOURCE: Companies were selected based on 1989 manufacturer market share. Data supplied by Herschel Schostack & Associates, Silver Springs, MD. Information gathered by Sales & Marketing Management, 1990 Survey of Selling Costs.

SALES SUPPORT

Selected Laptop PC Profiles

COMPANY	MODEL*	SELECTED FEATURES	PRICE**
DATAVUE	SPK3841	9.54/4.77 Megahertz (MHz) speed, 384K memory, 720K floppy disk drive and optional external 360K floppy disk drive. (9.0 lbs.)	\$995 \$495 (360 floppy drive)
	SPK6402	Same as the SPK3841 but with 640K memory and 2 720K floppy disk drives.	\$1,325
	SPK3841/SPK3842EL	Same as the SPK3841 plus backlit screen and 1 or 2 floppy disk drives.	\$1,125 (1 drive) \$1,320 (2 drives)
	SPK6401EL/SPK6402EL	Same as the SPK6402 plus backlit screen and 1 or 2 floppy disk drives.	\$1,250 (1 drive) \$1,450 (2 drives)
	SPK20 MEL	Same as the SPK6401EL plus 20 Megabyte (MB) hard disk drive. (10.2 lbs.)	\$2,195
	SNAP01-S/SNAP01EL-S	9.54/4.77 MHz speed, 640K memory, 2 720K floppy disk drives, with or without backlit screen, and optional external 360K floppy disk drive. (4.2 lbs.)	\$2,295 \$2,395 (w/backlit screen) \$495 (360K floppy drive)
	SNHD01/SNHD01EL	Same as the SNAP01-S models, plus 20MB hard disk drive and without 1 floppy disk drive. (5.4 lbs.)	\$3,495 \$3,595 (w/backlit screen)
GRID	GRIDLITE XL	8/4.77 MHz speed, 640K memory, 1.4MB floppy disk drive or optional 20MB hard disk drive. (9.5 lbs.)	\$1,950 \$1,175 (20MB hard disk)
	GRID 140 XT	8/4.77 MHz speed, 768K memory, 1 720K floppy disk drive, 1 20MB hard disk drive and optional external 360K floppy disk drive (12.8 lbs.)	\$2,795 \$299 (360K floppy drive)
	GRIDCASE 1520	10 MHz speed, 1MB memory, 2 1.4MB floppy disk drives, backlit screen, and optional 20MB to 100MB hard disk drive (in place of 1 floppy drive). (12 lbs.)	\$3,495 \$1,175 (20MB hard disk) \$1,675 (40MB hard disk) \$2,895 (100MB hard disk)
	GRIDCASE 1530	Same as 1520, with 12.5 MHz speed.	\$4,695
NEC	ULTRALITE	9.83 MHz speed, 640K memory, 1MB or 2MB internal hard disk drive, backlit screen, built-in 2400 bps modem and optional external 1.4MB floppy disk drive. (4.4 lbs.)	\$2,499 (1MB) \$2,999 (2MB) \$399 (1.4MB floppy drive)
	MULTISPEED EL2	9.5 MHz speed, 640K memory, 2 720K floppy disk drives, and backlit screen. (11.5 lbs.)	\$2,499
	MULTISPEED HD	Same as MULTISPEED EL2, plus 20MB hard disk drive and without 1 floppy disk drive. (14.3 lbs.)	\$3,699
	PROSPEED 286	16 MHz speed, 1MB memory, 1.4MB floppy disk drive, 20MB, 40MB or 100MB hard disk drive, and backlit screen. (15 lbs.)	\$5,099 (20MB) \$5,599 (40MB) \$6,999 (100MB)
TANDY	TANDY 102	2.4 MHz speed, 32K memory, built-in 300 bps modem, optional external 360K floppy disk drive. (3 lbs.)	\$599 \$220 (360K floppy)
	TANDY 1100	8 MHz speed, 640K memory and 720K floppy disk drive (6.4 lbs.)	\$999
	TANDY 1400FD	8/4.77 MHz speed, 768K memory, 2 720K floppy disk drives, backlit screen and optional 20MB hard disk drive. (11.5 lbs.)	\$1,499 \$1,099 (20MB hard disk)
	TANDY 1400HD	Same as the 1400FD, plus 1 20MB hard disk drive and without 1 720K floppy disk drive (11.5 lbs.)	\$2,499
TOSHIBA	T1000	4.77 MHz speed, 512K memory, 720K floppy disk drive and optional external 360K floppy disk drive. (6.4 lbs.)	\$999 \$499 (360K floppy drive)
	T100SE	9.54 MHz speed, 1MB memory, 1.4MB floppy disk drive, backlit screen, and optional floppy. (5.9 lbs.)	\$1,699
	T1200 FB	9.54 MHz speed, 1MB memory, 2 720K floppy disk drives, backlit screen, and optional floppy. (9.9 lbs.)	\$2,199

COMPENSATION & EXPENSES

SALES SUPPORT

Selected Laptop PC Profiles

COMPANY	MODEL*	SELECTED FEATURES	PRICE**
TOSHIBA	T1200 HB	Same as the T1200 FB plus 20MB hard disk and without 1 floppy disk drive. (11.4 lbs.)	\$2,999
	T1600	12/6 MHz speed, 1MB memory, 1.4MB floppy disk drive, 20 MB or 40MB hard disk drive, backlit screen, and optional floppy. (11.9-12.6 lbs.)	\$4,999 (20MB) \$5,599 (40MB)
ZENITH	MINISPORT	8/4.77 MHz speed, 1MB or 2MB memory, 2 720K floppy disk drives, backlit screen, and optional external 360K or 720K floppy disk drives. (5.9 lbs.)	\$1,199 (1MB) \$2,199 (2MB) \$399 (360K floppy drive) \$299 (720K floppy drive)
	SUPERSPORT	12/6 MHz speed, 1MB memory, 1.4MB floppy disk drive, 20MB or 40MB hard disk drive, backlit screen, and optional 360K floppy. (11.6 lbs.)	\$5,499 (20MB) \$5,999 (40MB) \$399 (360K floppy drive)
	SUPERSPORTSX	16 MHz speed, 1MB memory, 1.4MB floppy disk drive, 40MB or 100MB hard disk drive, backlit screen, and optional 360K floppy. (12.1 lbs.)	\$6,799 (40MB) \$7,399 (100MB) \$399 (360K floppy drive)

*All computers listed are IBM compatible.

**Manufacturers' suggested retail price

SOURCE: Companies were selected based on 1988 manufacturer market share data supplied by Dataquest, Inc., San Jose, CA. Information gathered by Sales & Marketing Management, 1990 Survey of Selling Costs.

SALES SUPPORT

Selected Profiles of Pagers

COMPANY	MODEL* (DESCRIPTION)	SELECTED FEATURES	PRICE**
MOTOROLA	BRAVO (numeric display pager)	12-digit backlit LCD display, 5 message memories, automatic reset, prompting beep, call screening, low battery indicator, and removable belt clip. (2.9 oz.)	\$245
	BPR 2000 (numeric display pager)	Same as the BRAVO display pager, but with 4 message memories.	\$250
	SENSAR (numeric display pager)	Same as the BRAVO display pager, but in miniature size. (1.8 oz.)	\$285
	KEYNOTE (voice and numeric display pager)	Same as the BRAVO display pager plus loud and clear voice, and voice automatic reset. (over 3 oz.)	\$315
	WRIST WATCH (numeric display pager and watch)	Same as the BRAVO display pager plus message erase, message timestamping, and full-feature digital Timex watch. (under 2 oz.)	\$300
NEC	IDP 5000 (numeric display pager)	12-digit backlit LCD display, 12 message memories, and tone only function. (3 oz.)	\$240-\$255
	IDP 7000 (alphanumeric display pager)	32-digit backlit LCD display, 40 message memories, and tone alert functions. (4.3 oz.)	\$315-340
	IDP 9000 (alphanumeric display/scanner pager)	Same as the IDP 7000 plus the capability of scanning through 14 different frequencies. (4.4 oz.)	\$435
PANASONIC	VANGUARD 160 (numeric display pager)	12-digit backlit LCD display, 8 message memories, tone alert functions, low battery indicator, and removable belt clip. (3.5 oz.)	N.A.
	VANGUARD 160 SYNTHESIZER (numeric display pager)	Same as the VANGUARD 160 plus prompting beep and timer. (3 oz.)	N.A.
	VANGUARD 160 900MHz (numeric display pager)	Same as the VANGUARD 160 but with higher frequency range for areas where signals are hard to pick up. (4.2 oz.)	N.A.
	PANDATA 4000 (alphanumeric display pager)	Same as the VANGUARD 160 plus 36-digit LCD display, 44 message memories, extra memory features, and prompting beep. (3.9 oz.)	N.A.

*Pagers cannot function without the use of an RCC, or Radio Common Carrier, a service offered by a number of communications companies throughout the U.S. A carrier literally "carries" a message over the airwaves to the number being paged. Most of these companies charge by the month for this service, and some limit the volume of messages allowed by the user. Be sure to inquire about this service in your area before making a final decision on purchasing any equipment.

**Manufacturers' suggested retail price.

SOURCE: Sales & Marketing Management, 1990 Survey of Selling Costs.

COMPENSATION & EXPENSES

TRANSPORTATION

Fixed and Operating Costs for Selected 1990 Model Autos

MODEL	ANNUAL COSTS (20,000 MILES)		
	OPERATING	FIXED	TOTAL
Mercedes Benz 300SEL (6-cyl.)	\$2,280	\$12,004	\$14,284
Cadillac Deville (8-cyl.)	2,110	7,956	10,066
Lincoln Town Car (8-cyl.)	2,120	7,754	9,874
Buick Le Sabre Ltd. (6-cyl.)	1,930	5,930	7,860
Chevrolet Caprice CLS (8-cyl.)	2,090	4,956	7,046
Oldsmobile Cutlass Ciera (6-cyl.)	1,840	5,159	6,999
Ford Taurus L (6-cyl.)	1,800	5,044	6,844
Chevrolet Lumina (6-cyl.)	1,910	4,664	6,574
Plymouth Acclaim (4-cyl.)	1,670	4,551	6,221
Ford Tempo GL (4-cyl.)	1,700	4,405	6,105
Toyota Camry DX (4-cyl.)	1,550	4,537	6,087
Dodge Caravan (4-cyl.)	1,760	4,216	5,976
Chevrolet Cavalier (4-cyl.)	1,530	4,084	5,614
Ford Escort LX (4-cyl.)	1,500	4,079	5,579
Honda Accord DX (4-cyl.)	1,680	3,892	5,572

Notes: Operating Costs include fuel, oil, tires, and maintenance. **Fixed Costs** include insurance, depreciation, financing, taxes, and licensing. All costs are based on a 36-month/60,000-mile retention cycle (20,000 mi./yr.). Models listed are 4-door sedans equipped with automatic transmission, power steering, power disc brakes, air conditioning, tinted glass, AM-FM stereo, body sidemolding, cruise control, and left-hand remote control mirror.

SOURCE: Runzheimer International, Rochester, WI

TRANSPORTATION

Fixed and Operating Costs for a 1990 Midsize Car in Selected Cities

LOCATION	FIXED COSTS	OPERATING COSTS	TOTAL ANNUAL COSTS
Los Angeles, CA	\$5,321	\$1,283	\$6,604
Boston, MA	4,083	1,298	5,381
New York, NY	3,887	1,350	5,237
Chicago, IL	3,564	1,470	5,034
Baltimore, MD	3,544	1,350	4,894
Washington, DC	3,225	1,410	4,635
San Antonio, TX	3,263	1,178	4,441
Milwaukee, WI	3,030	1,290	4,320
Orlando, FL	3,038	1,230	4,268
Des Moines, IA	2,995	1,268	4,263
Birmingham, AL	2,991	1,223	4,214

Notes: Operating Costs include fuel, oil, tires, and maintenance. **Fixed Costs** include financing, insurance, depreciation, taxes, and licensing fees. Figures are based on expenses for a 1990 model midsize 4-door sedan equipped with automatic transmission, power steering, power disc brakes, tinted glass, AM-FM stereo, cruise control, and air conditioning, with an assumed retention cycle of 4 years/60,000 miles.

SOURCE: Runzheimer International, Rochester, WI

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 The Pittsburgh Press/Pittsburgh Post-Gazette

TRANSPORTATION

Daily Auto-Rental Rates by Region and Metro

THE NORTHEAST

METRO AREA	AVERAGE DAILY RATE
Albany-Schenectady-Troy, NY	\$45.75
Allentown-Bethlehem, PA	39.67
Atlantic City, NJ	40.33
Boston-Lawrence-Salem-Lowell-Brockton, MA	57.25
Bridgeport-Stamford-Norwalk-Danbury, CT	42.33
Buffalo, NY	42.75
Burlington, VT	44.50
Hartford-New Britain-Middletown-Bristol, CT	48.25
Manchester-Nashua, NH	45.33
Nassau-Suffolk, NY	52.75
New Haven-Waterbury-Meriden, CT	42.00
New York, NY	52.75
Newark, NJ	47.50
Philadelphia, PA	45.75
Pittsburgh, PA	52.75
Portland, ME	46.50
Providence-Pawtucket-Woonsocket, RI	46.00
Rochester, NY	46.25
Scranton-Wilkes Barre, PA	39.33
Springfield, MA	50.50
Syracuse, NY	47.50
Worcester-Fitchburg-Leominster, MA	44.67

REGIONAL AVERAGE \$46.38

THE SOUTH

METRO AREA	AVERAGE DAILY RATE
Atlanta, GA	\$52.50
Austin, TX	39.00
Baltimore, MD	45.00
Birmingham, AL	48.33
Charleston, SC	45.33
Charlotte-Charlotte-Rock-Hill, NC-SC	46.50
Columbia, SC	39.67
Dallas, TX	41.75
El Paso, TX	45.25
Fort Lauderdale-Hollywood-Pompano Beach, FL	33.50
Fort Worth-Arlington, TX	40.25
Greensboro-Winston Salem-High Point, NC	37.50
Greenville-Spartanburg, SC	39.33
Houston, TX	43.25
Jacksonville, FL	35.75
Knoxville, TN	43.33
Little Rock-North Little Rock, AR	50.50
Louisville, KY	47.25
Memphis, TN	41.00
Miami-Mialeah, FL	40.00
Nashville, TN	42.50
New Orleans, LA	41.50
Norfolk-Virginia Beach-Newport News, VA	44.33
Oklahoma City, OK	41.00
Orlando, FL	32.75
Raleigh-Durham, NC	50.75
Richmond-Petersburg, VA	38.25
San Antonio, TX	39.25
Tampa-St. Petersburg-Clearwater, FL	33.75
Tulsa, OK	39.75
Washington, DC	47.00
West Palm Beach-Boca Raton-Delray Beach, FL	28.50
Wilmington, DE	39.75

REGIONAL AVERAGE \$41.67

THE MIDWEST

METRO AREA	AVERAGE DAILY RATE
Akron, OH	\$47.33
Chicago, IL	53.75
Cincinnati, OH	44.00
Cleveland, OH	47.75
Columbus, OH	43.00
Dayton-Springfield, OH	45.50
Des Moines, IA	40.50
Detroit, MI	58.00
Grand Rapids, MI	44.67
Indianapolis, IN	40.25
Kansas City, MO-KS	39.00
Milwaukee, WI	39.25
Minneapolis-St. Paul, MN	41.75
Omaha, NE	40.75
St. Louis, MO	45.00
Springfield, IL	48.33
Toledo, OH	49.00
Wichita, KS	37.50

REGIONAL AVERAGE \$44.74

THE WEST

METRO AREA	AVERAGE DAILY RATE
Albuquerque, NM	\$39.50
Anaheim-Santa Ana, CA	42.25
Boise, ID	40.25
Colorado Springs, CO	34.25
Denver, CO	43.25
Fresno, CA	40.50
Las Vegas, NV	38.25
Los Angeles-Long Beach, CA	46.75
Oakland, CA	43.25
Oxnard-Ventura, CA	44.67
Phoenix, AZ	40.00
Portland, OR	42.25
Riverside-San Bernardino, CA	43.33
Sacramento, CA	41.75
Salt Lake City-Ogden, UT	44.50
San Diego, CA	39.00
San Francisco, CA	46.25
San Jose, CA	45.00
Seattle, WA	46.50
Tacoma, WA	43.00
Tucson, AZ	39.75

REGIONAL AVERAGE \$40.19

U.S. AVERAGE \$43.25

CANADA*

METRO AREA	AVERAGE DAILY RATE
Calgary, Alberta	\$50.50
Montreal, Quebec	51.50
Ottawa, Ontario	52.00
Toronto, Ontario	56.50
Vancouver, British Columbia	52.50
Winnipeg, Manitoba	48.00

CANADIAN AVERAGE \$51.83

*Costs are expressed in Canadian dollars.

Notes: Average daily rates reflect the local non-discounted cost of renting a compact car (excluding insurance, tax, and mileage restrictions, where applicable). Due to the frequent changes in such rates and the possibility of local promotions and discounts, however, these rates should only be used as a basic guideline when allocating auto-rental expenses.

SOURCES: Sales & Marketing Management, 1990 Survey of Selling Costs.

SALES & MARKETING MANAGEMENT

APRIL 1990
A BILL PUBLICATION
FOUR DOLLARS

INCENTIVES

THE MASTERS, METHODS, AND MADNESS
OF MOTIVATION



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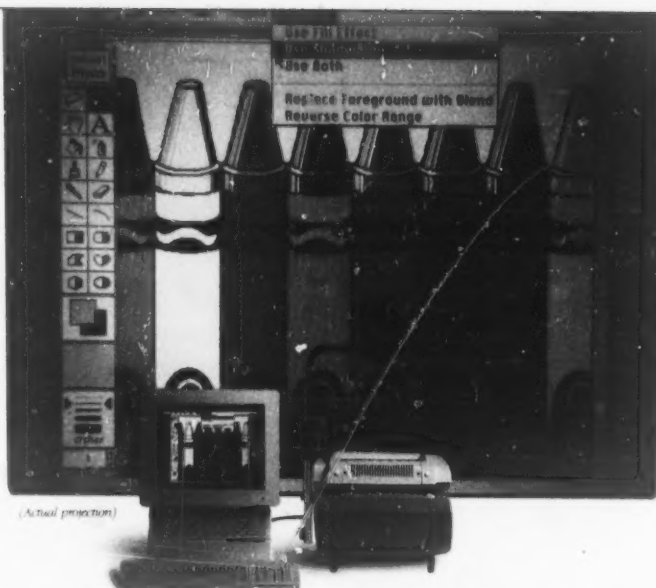
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SALES & MARKETING MANAGEMENT



COVER ILLUSTRATION BY GARY HALLGREN

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STATE OF THE STATES: CALIFORNIA

Sun, surf, and sand are still big in this biggest of all U.S. markets. But don't forget the state's myriad minorities.

BY PAT SEELIG

Glancing at a map of California, one can't help but be overwhelmed by the sheer size of what is perhaps the nation's most important market. In terms of population alone, California is awe-inspiring. With 28.5 million people, it's home to 8 of the nation's 35 largest markets, more than any other state in the U.S. by far.

To the uninitiated, it might be tempting to lump the entire California market into one car-

politan areas is a demographic mix of whites, blacks, Asians, Hispanics, and dozens of other ethnic groups, including Greeks, French, Britons, Germans, and Australians.

Still, the changes this diversity has brought culturally haven't completely overshadowed the traditional California lifestyle, and most native sons and daughters of the Golden State—particularly baby boomers—continue to pursue an affluent existence based on enjoying the storied California climate to its fullest. The popularity of leisure goods and dining out, evidenced by department store sales of \$18 billion and eating and drinking place sales of \$22 billion, show that Californians still enjoy the kind of life that has become the hallmark of their state.

And certainly there's plenty of money to put toward that enjoyment. With a median household Effective Buying Income (EBI) of just over \$30,000—including 2.67 million households with incomes in excess of \$50,000—California has the seventh-highest household income of any state in the nation.

Of course, tapping this diverse and affluent market first requires an understanding of the complexion of Califor-

nia's eight major markets, since even though they share a number of similarities, each has its own identity and demographics.

Perhaps the easiest way to tackle California's diversity is to separate the state into North and South. Generally speaking, metros in Southern California are slightly more staid than their Northern California counterparts—particularly in the case of San Francisco. Befitting its image as the major port of California, the Bay Area tends to attract people who enjoy its open-minded attitude, while the Los Angeles basin is assuming a more conservative role due to a growing number of business executives and retirees attracted to its mild year-round climate.

Nevertheless, each of the major markets in both sections of California has its own image, and an in-depth look at these eight metros is essential before proceeding with any sort of sales or marketing program.

VITAL STATISTICS

POPULATION

Total: 28,549,300
Male: 14,074,500
Female: 14,474,800
Black: 2,217,200
Hispanic: 6,664,400
Median Age: 32.5
Households: 10,458,800

EFFECTIVE BUYING INCOME

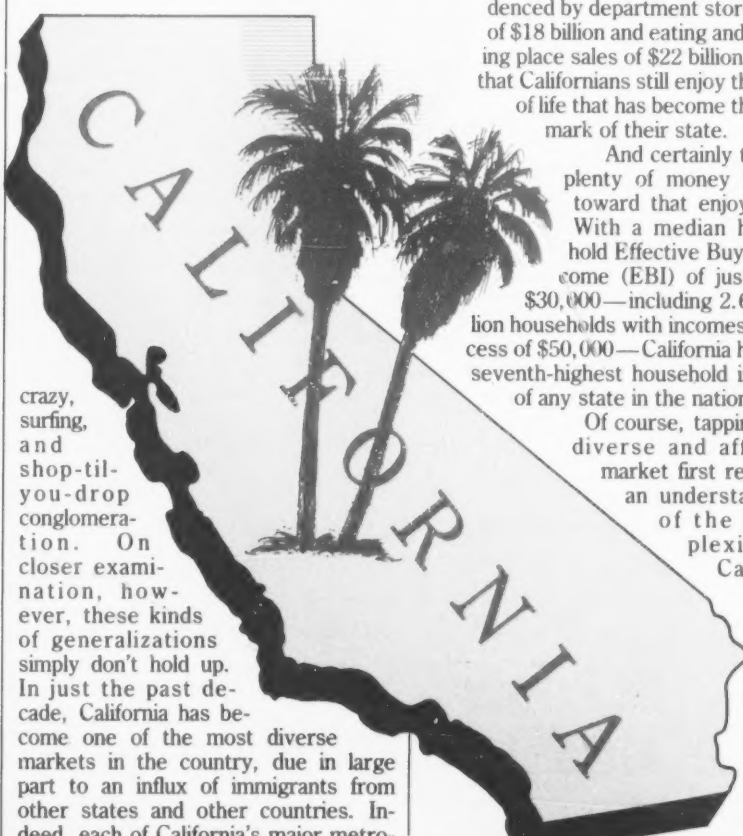
Total: \$426,174,001,000
Median Household: \$30,088

RETAIL SALES

Total: \$195,758,176,000
Per-Household: \$18,717
Apparel: \$11,133,838,000
Automotive: \$39,682,808,000
Drugstore: \$8,453,214,000
Eating & Drinking: \$22,450,720,000
Food: \$38,857,996,000
General Merchandise: \$20,339,497,000

BUYING POWER INDEX

12.8435



crazy, surfing, and shop-til-you-drop conglomeration. On closer examination, however, these kinds of generalizations simply don't hold up. In just the past decade, California has become one of the most diverse markets in the country, due in large part to an influx of immigrants from other states and other countries. Indeed, each of California's major metro-



ANAHEIM-SANTA ANA

When most people talk about the typical Southern California lifestyle, they don't realize that they're actually describing Anaheim and the greater Orange County region.

Located between L.A. and San Diego, all the trappings of the carefree Southern California existence are alive and well in Orange County: the surfers hanging out at Laguna Beach and Newport Beach, the car-crazy baby boomers (and their sons and daughters) cruising with their convertible tops down through Costa Mesa and Santa Ana, and thousands of tourists flocking to Anaheim for fun-filled days at Disneyland and sports-filled afternoons at Anaheim Stadium.

Indeed, everything that is typically Southern Californian—except maybe Beverly Hills and the movie industry—is right here in Orange County. "We're an affluent area, and I like to think that we have it all," says Anson MacArthur, vice president of the Orange County Chamber of Commerce.

In this case, "having it all" means some of the most homogenized demographics in all of Southern California, with a population that is primarily white, upper middle class to rich, and typically married with children. Median household EBI is a healthy \$37,096, and 700,000 of the area's 2.3 million residents are baby boomers. Children and

Chamber of Commerce:
714-758-0222/714-541-5353
Convention & Visitors Bureau:
714-999-8999

Population: 2,273,700
Households: 808,200
Black: 30,300
Hispanic: 434,200
Median Age: 32.2
Total EBI: \$38,034,414,000
Median Hhld. EBI: \$37,096
Retail Sales: \$17,860,987,000
Buying Power Index: 1.1313

teenagers comprise another 550,000 residents, making Orange County possibly the most desirable and easily reached market in all of Southern California.

Not surprisingly, Orange County leads the state in the consumption of fast food, with \$1,004.37 per household going annually to the Golden Arches, the Colonel, and their ilk. In addition, department store sales here are \$1.7 billion, and food store sales reach a whopping \$3.5 billion. And for the "shop-til-you-drop" crowd, the South Coast Plaza matches Rodeo Drive boutique for boutique, providing high-priced ways for yuppies to dispose of their formidable disposable income.

"I think what's important about our growth is that we've grown differently than other parts of Southern California," says MacArthur. "We're twenty-nine little cities, each with an independent government, and we don't have a big, old downtown that controls or limits our growth. We've all grown together equally."

LOS ANGELES-LONG BEACH

To many, L.A. is the la-la land of Hollywood glitz and glamour represented by the television and movie industries and the richly textured mansions and stores in Beverly Hills and on Rodeo Drive. Others, however, see it as the impoverished world of "Born in East L.A." Hispanics, while some think of it as the home of nouveau riche Asians who have found a new (and very profitable) life in the United States.

According to Jack Kyser, chief economist for the Los Angeles Chamber of Commerce, L.A. is also something of an "Iowa by the Sea," where a strong middle class lives and works pretty much like everyone else in the country.

Kyser says that L.A. is fast becoming the business and financial center of Southern California, with a strong trade and import environment and a significant presence in the world financial market. Major banks such as Security Pacific place the L.A. market on a competitive level with its intrastate rival San Francisco in the ability to provide a full range of financial services to major corporations.

With all this growth, it's easy to forget that L.A.'s 8.7 million people already comprise the largest metro area in the United States, and therein lies the key to successfully tapping the resources of its \$129 billion in EBI. "People don't realize just how big L.A. is," says Kyser. "There are more people here than in the entire state of New Jer-

sey, and marketers aren't always ready for what they find here—particularly with our size and diversity. The complexion of this market can change dramatically within just a couple of blocks."

Because of this, any successful L.A. marketing effort must either cover the full scale of all the different demographic and ethnic groups, or target specific audiences—although that's not always easy to do. Kyser points out that while everyone knows that L.A. has the largest Hispanic population in the country—nearly 3 million people—lumping this group or any other ethnic group into one basket can be dangerous. For example, approaching the affluent Asian market can be tricky, since it is made up of strong Japanese, Chinese, Korean, and Vietnamese populations, each with distinctly different cultural roots. And although astute marketers might be aware of the cultural differences among

Chamber of Commerce:
213-629-0602/213-436-1251
Convention & Visitors Bureau:
213-624-7300/213-436-3645

Population: 8,704,700
Households: 3,162,100
Black: 1,126,700
Hispanic: 2,974,100
Median Age: 32.4
Total EBI: \$129,522,222,000
Median Hhld. EBI: \$29,561
Retail Sales: \$59,291,182,000
Buying Power Index: 3.9019

different Asian and Hispanic groups, the L.A. market is a tough nut to crack because there are so many members of these various groups in the marketplace.

Then there's L.A.'s affluent upper class, which tends to gravitate toward trends and status items. With a median household EBI of \$29,561, L.A. has a lot of well-heeled individuals who make excellent customers, although they tend to be a bit flaky when it comes to brand loyalty. Not so with the Hispanic market, which Kyser describes as a "Leave It to Beaver" lifestyle in which the husband works and the wife stays home with the kids. "They're tremendously brand loyal," he says. "They really are a marketer's dream."

RIVERSIDE-SAN BERNARDINO

Tapping the resources of the rapidly growing Riverside-San Bernardino metro area requires something of a twofold strategy. Along with Fort Myers-Cape Coral, Fla., Riverside-San Bernardino is projected to be the second fastest-growing market in the nation over the next five years, thanks in

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Sex			
Male	49%	49%	49%
Female	51	51	51
Age			
18-24	11%	11%	11%
25-34	18	19	18
35-44	14	15	15
45-54	9	10	10
55-65	8	9	9
65+	11	11	13
Median Age	31.2	32.5	33.8

*S&MM 1989 Survey of Buying Power Represents percent of population

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Belden Associates, Fresno Continuing Market Study 1990



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KEY MARKET STUDY

large part to the continued influx of commuters fleeing the higher prices of neighboring Los Angeles and Orange counties. With a median household EBI of \$27,135, this market offers considerable potential of its own, while at the same time remaining highly reflective of its big-city neighbors to the west.

In addition to its cosmopolitan connections, however, this market has another face southeast of San Bernardino in the Coachella Valley. The vast and booming tourism industry in the Palm Springs/Palm Desert region throws a joker in the deck by attracting more than 2 million visitors annually who leave behind approximately \$268 million in area stores and restaurants.

Chamber of Commerce:
714-683-7100/714-885-7515
Convention & Visitors Bureau:
714-787-7950

Population: 2,287,700
Households: 816,100
Black: 121,900
Hispanic: 497,700
Median Age: 32.5
Total EBI: \$29,506,910,000
Median Hhld. EBI: \$27,135
Retail Sales: \$12,807,017,000
Buying Power Index: 9007

"It's still a seasonal economy in a lot of ways," says Andre Richards, development specialist with the Riverside Economic Development Bureau, "but the primary reason for our growth is our proximity to L.A. and Orange County. Both have a fairly high cost of living, and we've had a lot of people move here recently who commute back to L.A."

Looking only at the statistics, it's easy to misread this market. Riverside-San Bernardino's overall median age is 32.5 years, but the only reason it's so young is because of the cluster of commuters adjacent to Los Angeles County. Head south to Palm Springs and the median age rises dramatically to 47 years, with nearly half the city's residents over the age of 50. Most are snowbirds and retirees with a healthy disposable income, although there is still a significant year-round population to support the area's burgeoning tourism industry.

However, with the seasonal population spending more and staying less, the long-term growth of this market really lies with the cities of Riverside and San Bernardino. As it rapidly merges with Los Angeles, the area is beginning to attract major corporate offices that tend to relocate where the

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KEY MARKET STUDY

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people are. This, in effect, creates a submetro area that has all the characteristics of a major metropolitan market, albeit one that is married to the fate of nearby Los Angeles.

SAN DIEGO

On paper, San Diego looks like the hottest thing since the California Gold Rush. A young, vibrant market that has grown at an overall rate of 27.9% since 1980, San Diego is the second largest metro area in California, with a population of nearly 2.4 million enjoying a median household EBI of \$29,555.

Yet, a closer examination of the San Diego ledger indicates that although the city is a terrific market blessed with wonderful weather and an excellent harbor, there are some chinks in the armor that have to be considered when staging any sort of marketing or sales effort.

First and foremost is the local reaction to the "Los Angelesation" of San Diego. "There are a lot of San Diegos who are not natives," says Kelly Cunningham, research analyst for the San Diego Chamber of Commerce. "A lot of people came here from L.A. to escape the clutter and congestion. Now San Diego is beginning to look a lot like

Chamber of Commerce:
619-232-0124
Convention & Visitors Bureau:
619-232-3101

Population: 2,382,000
Households: 867,400
Black: 138,900
Hispanic: 425,700
Median Age: 31.5
Total EBI: \$36,146,308,000
Median Hshld. EBI: \$29,555
Retail Sales: \$16,135,201,000
Buying Power Index: 1.0776

L.A., and a lot of people here want to put a stop to that growth."

As a result, most of the seven major cities that comprise the San Diego metro area have issued significant restrictions on building permits. With housing at a premium, prices have skyrocketed to the point where the average home sells for \$226,000, which places a heavy burden on a median household income that is just under the state average of \$30,088.

And while the anti-growth movement may have put a crimp on future expansion, current conditions are putting a strain on a longtime San Diego staple—the U.S. military. Fully one-third of the area's population is con-

nected to the military in some way, and it's no secret that the federal government is not overly generous with military salaries. "Housing prices are a real problem for them," says Cunningham. "The military is trying to provide housing, but there just isn't enough, and in some cases there's as much as a two-year wait."

With the discretionary spending power of one-third of the population restricted due to high housing costs and low salaries, the San Diego economy is attempting to diversify by attracting more hi-tech industry to complement existing defense-related companies like General Dynamics and Rohr industries. Still another countermove is the emergence of the Maquiladora industry. Spanish for "twin plants," Maquiladora companies have corporate offices in San Diego and manufacturing plants just across the border in Tijuana. The attraction here is that the goods manufactured in a Maquiladora are only taxed for the value added to the product in Mexico.

"This has become very popular," says Cunningham. "The Japanese, in particular, are interested in this type of setup. In fact, Sony recently opened a major plant in Mexico, and, overall, we see this as an excellent way to even out our economy."

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OAKLAND

Situated just across the bay from San Francisco, Oakland might as well be across the country when it comes to comparing one market with the other. As Don Barber, president and CEO of the Oakland Chamber of Commerce, stresses, you really can't compare the two. "Oakland is an entirely different city," he says. "It's a blue-collar community that's lately grown into more of a retail center. San Francisco is impor-

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KEY MARKET STUDY

tant to us, to be sure, but we're primarily a working man's town."

The statistics support Barber's views. Of the 2 million residents in the Oakland metro area, approximately 942,000 are in the prime working-age bracket of 18 to 45. And with a median household EBI of \$34,640—which surprisingly is slightly higher than its neighbor across the bay—Oakland has plenty of available working-class bucks to spend.

come an even more important connection to outside markets. "It's underutilized now," says Barber, "but we should be able to go just about anywhere in the future."

SACRAMENTO

If you're looking for a blueprint of a typical state capital, look no further than Sacramento. About an hour east of San Francisco, Sacramento is decidedly separated from the City by the Bay in

Chamber of Commerce:
916-443-3771
Convention & Visitors Bureau:
916-442-5542

Population: 1,398,200
Households: 543,400
Black: 84,300
Hispanic: 159,200
Median Age: 32.5
Total EBI: \$20,327,101,000
Median Hhld. EBI: \$28,430
Retail Sales: \$9,525,096,000
Buying Power Index: 6190

SALES COSTS IN MAJOR CALIFORNIA METROS

METRO	—AVERAGE DAILY COST—			—TAX RATES—	
	3 MEALS	LODGING	AUTO RENTAL	MEALS	LODGING
ANAHEIM-SANTA ANA	\$34.00	\$107.02	\$42.25	6.0%	8.0%
LOS ANGELES- LONG BEACH	47.76	130.16	46.75	6.5	11.0
OAKLAND	39.27	108.77	43.25	7.0	10.0
RIVERSIDE- SAN BERNARDINO	24.31	130.39	43.33	6.0	8.0
SACRAMENTO	30.62	85.86	41.75	6.0	10.0
SAN DIEGO	35.29	120.67	39.00	6.0	7.0
SAN FRANCISCO	71.41	141.18	46.25	6.5	11.0
SAN JOSE	36.17	113.06	45.00	7.0	8.0
B-MARKET AVERAGE	\$39.85	\$117.14	\$43.45	N.A.	N.A.

SOURCE: Sales & Marketing Management; 1990 Survey of Selling Costs.

Barber points out that Oakland's working man's image is based on the fact that the city is a major distribution point for other West Coast markets. The Port of Oakland is the largest in California, and six major interstate highways converge on the city. "We're an important cog in the economy of the entire West Coast," says Barber. "Oakland has always been a major transportation center, but I also see it becoming more retail-oriented. We don't have many big-name outlets right now, but we're starting to develop our downtown area into a major retail center."

In the long run, Barber sees Oakland playing a greater role in the overall economy of the Bay Area. Office and housing costs are lower than those in San Francisco, and the Oakland Metropolitan International Airport may be-

terms of culture, growth, and economy. Basically, just about everything revolves around the organization and operation of the state government.

"Approximately thirty percent of all incomes in Sacramento comes from government services," says John Roberts, executive director and CEO of the Sacramento Chamber of Commerce. "When you compare that with the fact that only seven percent comes from manufacturing, you'd have to say that we're pretty much a government town."

Which is actually good news when taking a long-term view of the Sacramento market. The metro area is projected to grow at a rate of 12.2% over the next five years, and Roberts predicts that this growth will continue as the state continues to grow. The more people, industries, and jobs that come to California, he says, the greater the need for government services.

The downside is that with so many jobs dependent on the public sector, the median household EBI here is only \$28,430, the second-lowest among the state's eight major metros. On the other hand, layoffs are rare among state employees, so the cash flow remains fairly constant. Another plus is that the average home only costs \$116,000, the lowest of all the California markets profiled here.

Roberts stresses the fact that Sacramento is also beginning to emerge as an important medical services area, with several major hospitals and the UC-Davis medical school playing a major supporting role. "We have a number of HMOs headquartered here, and we're even doing some heart transplants," he says.

Obviously, medical facilities need doctors, and these residents comprise a large share of the 33,000 Sacramento households with EBIs in excess of \$75,000. Overall, the Sacramento market presents a picture of relative stability, with an ethnic balance of whites, blacks, Hispanics, and Asians that mirrors virtually all other California markets.

SAN FRANCISCO

In spite of the fact that Los Angeles's expansion has pushed it ahead of San Francisco in terms of economic development and population growth, the serene City by the Bay still maintains its position as the most picturesque and cosmopolitan city in California—if not all the U.S.

Equally important, its highly concentrated and affluent population, with a median household EBI of \$34,227,

Chamber of Commerce:
415-451-7800
Convention & Visitors Bureau:
415-839-9000

Population: 2,009,100
Households: 778,100
Black: 315,700
Hispanic: 258,000
Median Age: 33.2
Total EBI: \$34,406,510,000
Median Hhld. EBI: \$34,640
Retail Sales: \$14,699,893,000
Buying Power Index: .9928



makes it a reasonably easy market to penetrate—once you get the hang of the rules.

In a nutshell, these rules are 1) never underestimate the Bay Area consumer, and 2) remember that San Francisco has the highest concentration of Asians of any U.S. market. "Asians make up just slightly less than half the population of this city," says Allen Rosenberg, a research and information officer with the San Francisco Chamber of Commerce. "They've basically reshaped the face of San Francisco."

Still, the perception of San Francisco being sold to the Asians is not entirely accurate when it comes to approaching this market. There are still a number of locally owned service companies, ranging from major advertising agencies to mom-and-pop print shops. "But," says Rosenberg, "the biggest problem for them is finding cost-efficient locations."

Equally important is the fact that two of the nation's largest banks, Bank of America and Wells Fargo, are headquartered in San Francisco, which gives the city significant financial clout—both in financing local business ventures and luring Asian capital to the Bay Area.

To be sure, this all adds up to a highly affluent market, but one should bear in mind that San Francisco is also one of the most expensive cities in the nation. Housing prices average around \$270,000, and it's not unusual to shell out \$400,000 or more for a nice home. "You have to have money to buy a house here, and only about ten percent of the population can really afford it," says Rosenberg. "At least two-thirds of the people here are renters, and you can get yourself a nice place for \$700 to \$1,000 a month."

This glut of renters does free up some of the disposable dollars of two-income families who have opted for an urban lifestyle that can only be matched by the conspicuous consumption of Manhattanites. With more than 212,000 households with EBIs of \$50,000 or more, there is more than enough de-

Chamber of Commerce:
415-392-4511
Convention & Visitors Bureau:
415-974-6900

Population: 1,605,500
Households: 675,400
Black: 134,300
Hispanic: 215,200
Median Age: 35.6
Total EBI: \$31,215,734,000
Median Hhld. EBI: \$34,227
Retail Sales: \$15,811,806,000
Buying Power Index: 9286

MAJOR CALIFORNIA INDUSTRIES

According to county-level Standard Industrial Classification (SIC) data provided to S&MM by Dun's Marketing Services, a total of 25 industries in five different California counties generated more than \$2 billion apiece in shipments or receipts in 1988.

In addition to these major money-makers, there were 14 industries (all located in just two California counties) that accounted for more than 20% of the total U.S. output in their particular 4-digit SIC category. The first list shows the 25 "two-billion-dollar-plus" industries by county, along with their corresponding shipments/receipts dollar totals. Following that are the 14 industries with county concentrations of 20% or more, showing their home counties and a "% of all U.S. shipments/receipts" figure.

TWO-BILLION-DOLLAR INDUSTRIES BY COUNTY

COUNTY	SIC	INDUSTRY	SHIP/RCPT (\$ BIL.)
Contra Costa	2911	Petroleum refining	\$4.029
Los Angeles	2911	Petroleum refining	\$7.808
	3663	Radio & TV communication equip.	5.589
	3711	Motor vehicles & car bodies	2.731
	3721	Aircraft manufacturing	3.080
	3812	Search & navigation equip.	3.055
	6021	National commercial banks	3.165
	6022	State commercial banks	2.493
	6531	Real estate agents & managers	2.683
	7389	Business services, n.e.c.	2.858
	7812	Motion picture & video production	5.597
	8011	Medical doctors' offices	2.663
	8062	Gen. medical & surgical hospitals	8.328
	8111	Legal services	3.496
	8211	Elementary & secondary schools	5.919
	8221	Colleges & universities	2.634
San Diego	3721	Aircraft manufacturing	\$2.035
	3761	Guided missiles & space vehicles	2.414
San Francisco	4813	Telephone communications	\$2.611
	4931	Electric & other services	2.329
	6021	National commercial banks	3.758
Santa Clara	3571	Electronic computers	\$4.851
	3674	Semiconductors & related devices	3.260
	3711	Motor vehicles & car bodies	2.166
	3761	Guided missiles & space vehicles	3.012

COUNTY-LEVEL CONCENTRATIONS OF 20% OR MORE

SIC	INDUSTRY	COUNTY	% OF U.S. SHIP/RCPT
3369	Nonferrous foundries	Los Angeles	31.3%
3571	Electronic computers	Santa Clara	22.8
3572	Computer storage devices	Santa Clara	22.0
3663	Radio & TV communication equip.	Los Angeles	25.3
3671	Electron tubes	Santa Clara	26.9
3674	Semiconductors & related devices	Santa Clara	23.5
3761	Guided missiles & space vehicles	Santa Clara	23.8
3764	Space vehicle propulsion units	Los Angeles	32.7
3843	Dental equipment & supplies	Los Angeles	20.1
4932	Gas & other services	Santa Clara	25.7
6732	Educational & charitable trusts	Los Angeles	28.0
7812	Motion picture & video production	Los Angeles	42.6
7819	Motion picture production services	Los Angeles	44.9
7822	Motion picture & videotape dist.	Los Angeles	27.8

SOURCE: Dun's Marketing Services; 1989 Business Statistics Report.

mand for fine cuisine and luxury goods: Approximately \$2.3 billion is spent on dining out (forget fast food; with only \$491 million in sales, it's barely a blip on the spending charts), while another \$1.4 billion is spent in metro-area department stores.

SAN JOSE

The popular conception of San Jose as the nation's "Hi-Tech World," filled with highly paid executives, managers, and technical wizards, is one of those rare images of a region that rings as true as a bell. "It's the Silicon Valley all right," says Pauline Mullard, associate director of economic development for the San Jose Chamber of Commerce. "Of course, we do have other things, but just about everything here is related to hi-tech in some way."

And the hi-tech industry has obviously been very, very good to the greater San Jose area. The statistics alone are overwhelming. At 40.2%, this metro area has the highest percentage of households in the state with incomes in excess of \$50,000, and the median household EBI is a whopping \$41,717—the highest of any metro in the U.S. In addition, 74,800 households earn more than \$75,000 annually, making the valley south of San Francisco a virtual hotbed of disposable income.

Equally important, according to Mullard, is the fact that even the low-end manufacturing and service workers

CALIFORNIA GROWTH STATISTICS

	TOTAL POPULATION	TOTAL HOUSEHOLDS	TOTAL EBI (\$000)	AVERAGE HSHLD. EBI	TOTAL RETAIL SALES (\$000)
1970:	20,225,300	6,677,500	\$75,858,930	\$11,360	\$39,334,092
1980:	23,979,800	8,814,200	\$216,459,459	\$24,558	\$108,154,389
1988:	28,549,300	10,458,800	\$426,174,001	\$40,748	\$195,758,176
1993:	31,331,500	11,543,300	\$648,531,602	\$56,183	\$301,002,842

SOURCE: Sales & Marketing Management; 1971, 1981, and 1989 Surveys of Buying Power, Parts I & II.

command high incomes, simply because the hi-tech industry has to keep salaries up to maintain a stable work force. With metro-area unemployment at 3.2%, job hopping for big bucks is a way of life for Silicon Valley workers, and with the stakes so high, who can blame them?

Nonetheless, high-end and low-

end wage earners still love to shop, and the valley has tons of major retail centers to cater to their every whim. "We have a lot of malls with stores like Macy's, Bloomingdale's, and other big names," says Mullard. And valley residents are not afraid to spend their cash, with department store sales reaching more than \$1.2 billion, which works out to \$900.28 per year for every man, woman, and child who together make up the area's 1.4 million residents. Housing, as you might expect, is relatively high, \$250,000 for an average home, but this is not too far out of line when compared with other major California markets. □

Pat Seelig is a Dallas-based freelance writer who regularly covers such topics as sales management, marketing, and golf.

Chamber of Commerce:
408-998-7000
Convention & Visitors Bureau:
408-295-9600

Population: 1,437,400
Households: 508,900
Black: 50,700
Hispanic: 299,100
Median Age: 31.7
Total EBI: \$26,185,653,000
Median Hshld. EBI: \$41,717
Retail Sales: \$11,385,889,000
Buying Power Index: .7518

AWARD-WINNING HOTELS AND RESTAURANTS

Since 1985, *Sales & Marketing Management* has handed out a total of 66 Business Executives' Dining Awards to the 21 California restaurants listed below. These awards are based on the votes of our readers, who selected these dining spots as their favorite places for entertaining customers in the Golden State.

In addition, S&MM's sister publication, *Successful Meetings*, offers its annual Pinnacle Award to outstanding hotels and meeting facilities, with a total of 19 California hotels receiving this prestigious designation since 1985.

RESTAURANTS

Anthony's Star of the Sea:

San Diego

Blue Fox: San Francisco

Las Brisas: Laguna Beach

The Chart House: San Diego

Chasen's: Los Angeles

Chez Panisse: Berkeley

Cliff House: San Francisco

The Crab Cooker: Newport Beach

Empress of China: San Francisco

L'Ermitage: Los Angeles

Ernie's: San Francisco

Five Crowns: Corona del Mar

Fournou's Ovens: San Francisco

Lawry's Prime Rib: Beverly Hills

Ondine: Sausalito

Sardine Factory: Monterey

Scandia: Los Angeles

Scoma's: San Francisco

Spago: Los Angeles

Spinnaker: Sausalito

Tadich Grill: San Francisco

HOTELS

Anaheim Hilton & Towers: Anaheim

Disneyland Hotel: Anaheim

Fairmont Hotel & Towers:

San Francisco

Hotel Del Coronado: Coronado

Hyatt Regency Oakland: Oakland

Hyatt Regency San Francisco:

San Francisco

The Inn at Spanish Bay: Pebble Beach

Inter-Continental: San Diego

The Lodge at Pebble Beach: Pebble Beach

Marriott Anaheim: Anaheim

Marriott's Desert Springs Resort:

Palm Desert

Marriott's Rancho Las Palmas Resort: Rancho Mirage

Rancho Bernardo Inn: San Diego

Ritz Carlton Laguna Niguel: Laguna Niguel

Sheraton Harbor Island: San Diego

Silverado Resort & Country Club:

Napa

Westin Bonaventure: Los Angeles

Westin Century Plaza: Century City

Westin St. Francis: San Francisco

SHOW AND TELL THAT SELLS

A growing new breed of software lets you make sales presentations that really come alive.

BY THAYER C. TAYLOR,
SENIOR EDITOR

Packing her briefcase for the evening commute from her New York City sales office, Elaine Hanson, sales manager of 3Com's Advanced Networking Consulting Group, got the telephone call she'd been awaiting for months—an OK by a major international bank to make a sales presentation to their top management of her company's LAN (local area network) systems. However, she had to make the presentation the next day at 3 p.m. She quickly E-mailed Mountain View, Cal., headquarters: "I need a high-level sales presentation for international bank executives.

"Because of the short time frame," she recalls, "I figured if someone else had already done something similar, I could start from there." When Hanson received the script for a standard "no frills" presentation at noon the next day via E-mail, she keyed it into her desktop computer, used PowerPoint software (Microsoft) to dress it up with slides, and customized the content "to address issues I knew were on the bank's mind." By 2 p.m., she was primed for her presentation.

■ Timothy P. Byrne, key account manager in Procter & Gamble's Boston office, was in the midst of a sales presentation on how a new P&G product would deliver more profit per cubic foot of shelf space than competitor versions when the skeptical chain buyer asked, "What's your proof?" Byrne punched a couple of keys on his laptop, and the resident Harvard Graphics program (Software Publishing) triggered a display of color-accented statistics, planograms, bar graphs, and pie charts that highlighted the supporting data.

"It's a lot easier and more convincing with the PC than having to poke through a briefcase full of computer printouts," Byrne says.

■ Jack Butler, president of Butler Graphics, a Troy, Mich., presentations consultant, dazzled the state's chapter of the Automobile Association of America with a glitzy sales presentation built around MacroMind Director (MacroMind), complete with 3-D images, moving charts, and background music, which showed how a desktop publishing system automates the steps involved in producing newsletters, bulletins, and such. Dramatic contrasts between the club's current, complex manual system and the simplification of desktop publishing resulted, Butler claims, in "a \$200,000 order on the spot."

■ When the Merck Division of Merck Sharp & Dohme recently outfitted its salespeople with laptops, it installed proprietary presentation software for displaying technical information to physicians and health economics information to pharmacists and hospital administrators. The electronic presentations, says Jerome C. Keller, MS&D's sales vice president, "enable the salesperson to carry tremendous volumes of information, technical product data, and reprints of medical articles in a convenient package and in an easily accessible format."

These are a few of the ways the ubiquitous PC and a new breed of presentation software are dramatically changing salespeople's visual sales presentations. Besides helping the salesperson prepare presentations more conveniently, the PC often doubles as the presentation medium.

True, the trend to jazzed-up PC-

based sales presentations is just beginning. Richard Cryer, head of the Comtec division of the Gartner Group, a Stamford, Conn., market researcher, says his firm's 1989 annual census of PC usage found that business presentation software, which includes sales presentations, accounts for only 3.9% (1.5 million units) of all software installed by industry.

However, a convergence of technological advances will bring about more sales presentations hatched on PCs. "All of the pieces are coming together," says William Coggs, president of Desktop Presentations, a Mountain View, Cal., market research firm, "including presentation software that's more versatile and easier to use; greater availability of color monitors and printers; and PCs with faster speeds and bigger memories—an important factor because graphics are much more space-hungry than text."

The catalyst for do-it-yourself sales presentations is the breed of software that made its debut three years ago. It handles all the facets of creating presentations: It displays outlines and speaker's notes, analyzes data that are the basis for graphs and charts, suggests colors and formats, and selects output media—whether 35mm slides, overhead transparencies, or printed handouts. Depending on the range of functions you want, the cost of such software, according to *Sales & Marketing Management's* "Directory of PC-Based Sales and Marketing Applications Software" (December 1989), ranges from \$69 to \$3,900 per package.

What this new software does for salespeople is spelled out by International Data Corp. analyst Joan-Carol Brigham: "The mystique that used to surround a good presentation, of making your point more quickly and dramatically, is now a much more organized activity. Traditional business graphics software has graduated into much more sophisticated business presentation software."

Certainly, the innovative salespeople who have latched onto computerized presentations are convinced their pioneering brings dividends. More effective control of the presentation, greater flexibility in making last-minute changes, more freedom in the use of different output media, better interaction with—and stronger impact on—the viewers, are some of the payoffs cited.

Substantial dollar savings are racked up, too. At Questar, a Salt Lake City holding company embracing nine corporations, supervisor of training de-



Getting Down to Basics

A basic system for producing hard copy for presentations, suitable for small businesses or local sales offices of larger corporations, costs between \$6,500 and \$9,000, according to Paul Colen, president of Interdec Development, a hi-tech consulting firm. The components for such a system include: 1) microcomputer, from 512K to 1MB; 2) keyboard; 3) color graphics monitor; 4) hard disk, preferably 20 MB because graphic images require lots of memory; 5) laser printer, at least 8 pages minimum; 6) mouse or tablet; and 7) software.

A more advanced system for producing color slide shows costs between \$9,000 and \$20,000, according to Colen. Most of the components are the same as those in the basic system, with the hard disk needing at least 40MB because color requires even more memory. Components that take basic systems a step further: 8) LCD (liquid crystal display) panel used with 9) an overhead projector; 10) slide show; 11) color display; and 12) slide show disk.

Optional equipment could include a scanner (around \$1,500) for capturing photographic images and color film recorder (around \$2,500) for producing slides with higher resolution. Both systems are built around Macintosh computers because their graphics are superior to that of IBM PCs and compatibles.

sign Rick Graham—whose department prepares sales presentation materials—reports that a \$45,000 investment in Pansophic hardware and software "paid off in just three years, instead of the targeted five, because it automated almost everything in the preparation and production of 35mm slides. And the cost per slide was cut from \$39 to \$3.50."

A primary benefit of the new software is the greater control the sales-

and automatically go to that part the questioner is referring to."

FLEXIBILITY MEANS CUSTOMIZATION

When salespeople create presentations on PCs, they can tailor their visuals to individual customers or prospects. Wayne E. Porter, director of financial planning at Financial Data Planning in Miami, which prepares sales presentations for insurance companies, notes that the new software frees the

One benefit: The salesperson has greater control of both preparation and presentation.

person has in both the preparation and presentation phases. "The problem with conventional slide or overhead presentations," observes Katherine Nunes, marketing manager of A/V markets for Apple Computer, Cupertino, Cal., "is that you follow the sequence you've laid out. But people don't think in linear fashion, so when they raise a question, the presenter tells them to 'hold your questions until the end.' With the computer, you push the right button

salesperson from "the tyranny of averages. Instead of citing average family size or age group when demonstrating the benefits of an insurance plan," he explains, "we build Graphics Gallery [Hewlett-Packard] into our packages so the salesperson keys in such variables as the prospect's age, income, and number of children. The software generates the appropriate combination of graphics and text, making the proposal more meaningful."

Presentation software's do-it-yourself aspect gives the salesperson a lot more flexibility. Procter & Gamble's Timothy Byrne notes that "Many presentations are 'just in time,' prepared at the last minute. When I review a presentation on my PC and see something I don't like, or if I want to include a slide on a future product promotion I just learned about, I make the changes right there. I can do that up until the minute I leave the office."

Handouts, too, become a more persuasive leave-behind thanks to the PC. Although most presentation software can produce black-and-white handouts, Thomas J. Piwowar, president of Piwowar & Assoc., a Washington, D.C., meetings consultant, strives for greater impact. As he builds each presentation with Persuasion (Aldus), he dumps the slides into a "scrapbook" file. Using Aldus's desktop publishing software, PageMaker, he selects particular slides from the scrapbook for a handout, re-sizes them "so the graphic ones are bigger than the text ones," and writes new copy to emphasize certain points.

As PCs become a fixture in buyers' offices, alert salespeople are turning that to their advantage. For example, after preparing a presentation on her PC, Lili Bender, area account manager for Software Publishing, Corona del Mar, Cal., copies it onto a diskette. At the prospect's office, she inserts the floppy into a desktop's disk drive, types the word "show," and the presentation proceeds on its own. "This is very helpful," she notes, "when you don't want to lug equipment around on long trips or when you visit sensitive aerospace firms and government agencies that won't let you bring equipment on their premises."

CREATING TOTAL SYSTEMS

Not the least of presentation software's appeal is the ability to let the salesperson wed it to other software with minimum fuss. Alan Ventura, regional sales manager for *Computer Graphics World*, a Westford, Mass., business publication, cites "the sudden insight you have in the midst of preparing a presentation that you want to capture before forgetting it. If I'm using Freelance [Lotus Development], where I'm listing the points I want to make to a prospective advertiser, I may think of an analysis made earlier. Without leaving Freelance, I can switch to a Lotus 1-2-3 spreadsheet, which has all the demographic information I need, make some comparisons, highlight the numbers I want to use, return to where I

had been in Freelance, and import the data comparison from 1-2-3 in the form of a bar graph or pie chart. This saves the time it takes to copy the numbers onto a worksheet and eliminates errors."

Computerization incubates cross-fertilization among salespeople crafting

an electronic library down the hall. Joseph Cillo, head of Presentation Arts, a San Rafael, Cal., company that develops sales presentations for clients, recalls that when he was vice president of business development for an investment management firm, he assembled 400 of the best images that had been

Computerization makes presenters pressed by tight time schedules more ingenious.

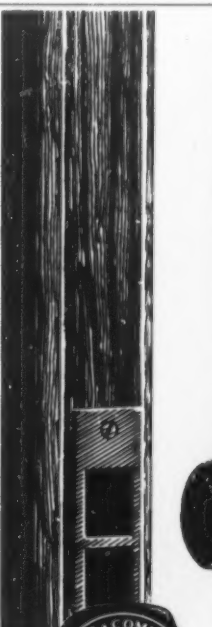
sales presentations. "Sharing information is a great plus," says James Page, marketing representative in IBM's St. Paul branch. "Accessing a database from my PC, I browse through presentations made by other representatives and incorporate the parts most suitable for my presentation. I eliminate a lot of the double work that used to take place."

The database can be as simple as

used over time by their sales personnel and stored there on a PC's hard disk. "The salespeople would go into the computer, scan the images, and copy or modify the ones they wanted, cutting their preparation time considerably," he explains. "But we didn't want to stifle their creativity. They could still make up their own images."

Computerized communication networks enable salespeople in scattered

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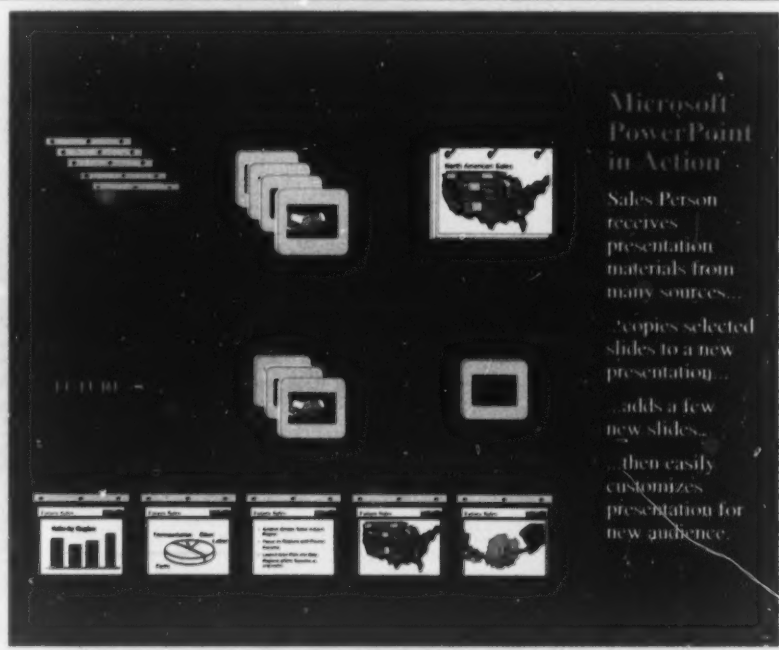
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Simplifying the Preparation of Sales Presentations

Once source material is collected from different departments, PowerPoint (Microsoft) is used to copy selected slides for the presentation, adds those slides that have more current information, inserts the customer's logo to appear on each slide, and puts slides in the order of display in the presentation.

SOURCE: Microsoft Corp.



Microsoft PowerPoint in Action

Sales Person receives presentation materials from many sources...

...copies selected slides to a new presentation...

...adds a few new slides...

...then easily customizes presentation for new audience.

locations to draw on many company resources when preparing presentations. In his report, "Video and Graphics Presentation Systems," Paul Colen, head of Intertec Development, a Los Altos, Cal., consulting firm, predicts that "connectivity will become the centerpiece of the future presentation environment whereby the sales presenter will be linked to all resources within the corporation, such as graphic arts, A/V, and production personnel."

PROMISES OF THE FUTURE

A forerunner of that future environment is in place at Digital Equipment Corp. (DEC), Maynard, Mass., whose sales presenters take advantage of the company's worldwide network, Easynet, that links every sales, marketing, and service person in over 400 sites in 35 countries. Tom Haas, a consultant in the sales support function at a DEC Application Center for Technology in Seattle, uses Easynet to tap into 17 databases when assembling information for customer presentations he makes in tandem with major account managers.

Because of the long sales cycle involved in selling computer systems, Haas may make several presentations before the decision-making stage is reached. "The initial presentation will use a standard set of slides on DEC's computing abilities," he says. "Subsequent presentations will be customized to what the account manager identifies as specific customer concerns, possible solutions, and variable approaches that

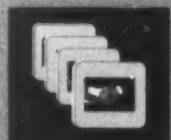
can be taken."

To make it easier for sales representatives to tap Easynet's presentation aids, DEC is developing an on-line presentation library (OPAL). According to William McHale, electronics industry sales manager at DEC, OPAL gives representatives instant access to material regardless of its location and "gives them the ability to make on-line modifications to customize their presenta-

tions, taking advantage of such things as clip-art libraries." He claims that OPAL, unveiled about a year ago, has already slashed the time sales representatives devote to producing output media by 60%.

Computerization makes presenters more ingenious when pressed by tight time schedules. Darrell Parker, president of Parcom, a Southlake, Texas, manufacturers' representative

Computerized presentations: Explosive growth ahead



	1990 (THOUS. OF UNITS)	1993
Visuals		
Transparencies	180	886
Slides	136	339
Electronic	36	235
Software		
Charting	704	1,527
Animation	302	248*
Drawing/illustration	306	564
Point/image	1,067	2,543
Electronic presentation systems	6	36
Video projectors	56	105
LCD projection pods	90	260
Color scanners	7	98

*Decline due to vendors bundling their software with hardware, making it more difficult to trace individual purchases.

SOURCE: Desktop Presentations

COURTESY OF MICROSOFT CORP.

firm, sells audio equipment to the broadcasting and recording industries in the Southwest. He recently wanted to demonstrate an engineering prototype of a West Coast principal's new microwave equipment at a broadcasters' convention. Unfortunately, the company had not prepared any marketing literature, which he needed to prepare a presentation.

Undaunted, the morning before the convention, Parker phoned a factory engineer who was to fly to his office later that day to help in the demo and got the technical details he needed. Using Tempest software (3M) that is bundled with the 3M overhead projector he uses, Parker prepared a set of transparencies. "When the engineer stepped off the plane," Parker recalls, "he was startled when I handed him the script I'd blocked out. Inside of an hour, we made the necessary corrections. The presentation produced two orders for us."

Old presentation standbys can be jazzed up by an infusion of computer technology. The major shortcomings of overhead transparencies, such as the need to physically replace sheets, making the presenter lose eye contact with the viewer, have been overcome by new LCD (liquid crystal display) projection panels. Attached to overhead projectors and connected to a PC, the panels throw images stored in a desktop or laptop onto a large screen.

Malcolm A. Kuhn, vice president of marketing and sales for In Focus, Tualatin, Ore., reports that 13% of his unit sales are to sales and marketing departments. One of his products, Memory Module, eliminates the need to bring a PC to the presentation. The product, which comes with remote control, packs a microprocessor equivalent to a PC/XT, Kuhn says, stores up to 120 computer images, and has special effects for transitioning from image to image. This means users only need to carry a diskette on calls.

An operations analyst at Union Carbide's Charleston, W. Va., distribution center, which recently purchased several In Focus systems, says they were attracted by "the ability to change what's on the screen without having to change transparencies. If you're displaying a bunch of numbers, you can change one, as in a spreadsheet, and immediately see how it affects all the other numbers."

Kuhn hopes to expand his market further by bringing out a desktop version in the near future. He says it will be "like an electronic flipchart that will be ideal for one-on-one sales

presentations."

NEW IMAGES FOR NEW IMAGES

Marketers are now anxious to go beyond presentation software's static images. One of the first to exploit this interest was General Parametrics, with Video Show—a briefcase-size, disk-based unit that hooks onto a color moni-

Show fits in with today's tempo of "instant gratification. Fax and copier machines make salespeople want everything instantly. As a result, presenters are moving away from slow media, such as slides. With Video Show, the salesperson doesn't have to worry about the mechanics of handling fifty to sixty slides in a presentation."

Marketers are extending the PC's capabilities for more sophisticated applications.

tor or TV set—and its related software, PictureIt!, for creating graphic images. Up to 100 transitional effects that approximate animation between images, such as spirals, fades, and wipes, as well as 3-D images, together with up to 1,000 colors, create a dynamic effect.

Herbert Braskin, General Parametrics president, says Video

One Video Show user, Dick Powell, manager of promotion and education at NCR Corp.'s customer education center in San Diego, prefers the electronic presentation system because "we use a lot of overlay-style visuals where we build up to a certain point. It's a lot easier with an electronic format when you don't have to change slides or transparencies all the time." ▶

The advertisement features a large magnifying glass held by a hand, focusing on a data card. The card displays the following information:

- SIC CODES**: 3552 - 0104
- LINE OF BUSINESS**: MFG IND MACH
- EMPL**: 000
- HQS**: YES

The background shows a computer terminal screen with various data fields and a keyboard.



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Their expectations raised, marketers are extending the PC's capabilities for more sophisticated applications. True animation that replaces static images is one goal.

"If you're trying to describe a process that has movement," says Bob Bruce, head of Media Lab, a visual arts company in Boulder, Colo., "the newer software, such as MacroMind's Director, shows movement in real time and freezes the animation at a critical point, which gets your concepts across much faster."

"We're experimenting with Demo Express [Pinnacle Software], which provides the animation of a video game," says Michael Palmer, field sales systems analyst with Honeywell MicroSwitch, Freeport, Ill. "This is very helpful for one of our products that uses photoelectric or light sources to determine the presence or absence of an object. Using animation, we show how the light beam detects an object. It's something the human eye can't see but that can be displayed on a computer screen."

A second area marketers are focusing on combines the computer with other media. In fact, multimedia is the hottest buzzword in the presentation arena today. "Sales presentations will increasingly look like TV commercials," explains Media Lab's Bob Bruce, "because of the limited amount of time available to make a selling point. Thus, you must stimulate as many of the senses as possible with your visuals." Adds John Scull, president of MacroMind, San Francisco, whose Director and Video Works software were two of the first to tap the multimedia trend: "Because third-generation PCs can orchestrate text, graphics, animation, audio, and video images, multimedia allows the salesperson to choose the communications component that best supports individual key points."

One portent of the full-blown desktop video that will be in the salesperson's tool kit in the future is System 3000 (Targa Systems). Attracting interest from the likes of IBM, Westinghouse, and Textron, the system uses a PC to construct and deliver programs that integrate all forms of information—photographic images, graphic arts, computer-based data, information graphics, and, for sound effects, computer-stored digital audio. The output can be delivered via a variety of vehicles—PC, videotape, videodisk, 35mm slides, laser printing, or desktop publishing.

System 3000, naturally, carries a fancy price tag: \$25,250 for hardware

and software. However, Jamie Clayton, director of marketing communications for Targa, contends that "preparing a typical ten-minute video presentation using an outside firm costs anywhere from \$15,000 to \$40,000—for outside services, the rule of thumb is \$2,000 per minute of finished video. Thus, our system pays for itself with the first two presentations."

It was inevitable that the omnivo-

vision. The floppies combined an electronic product brochure on the various models, a database of technical specifications and competitive comparisons, an interactive game that tested skills in driving a Jeep through an obstacle course, and a trivia game about eagles of all kinds—from those that fly to Eagle Scouts. Show Partner/FX software (Brightbill-Roberts & Co.) was used to drive the graphics, animated demos,

"Multimedia" is the buzzword in the presentation arena today.

rous PC would sire sales presentations that don't require a salesperson. All of the Big Three automakers have combined the PC with interactive videodisks in a manner that suggests sales presentations without a presenter will become an effective pre-call tool. Recently, Fusion Media, New York City, created two diskettes that were distributed to home and business owners of PCs for Chrysler's Jeep-Eagle di-

and routines that Fusion created.

"The games were included to entertain as well as inform, and make the prospect use the diskettes more often," says Craig A. Mendel, president of Fusion Media. "The whole point being that the longer they're involved with the diskettes, the more opportunities you have to get your message across."

Getting the visual message across is a chore made for the PC. □

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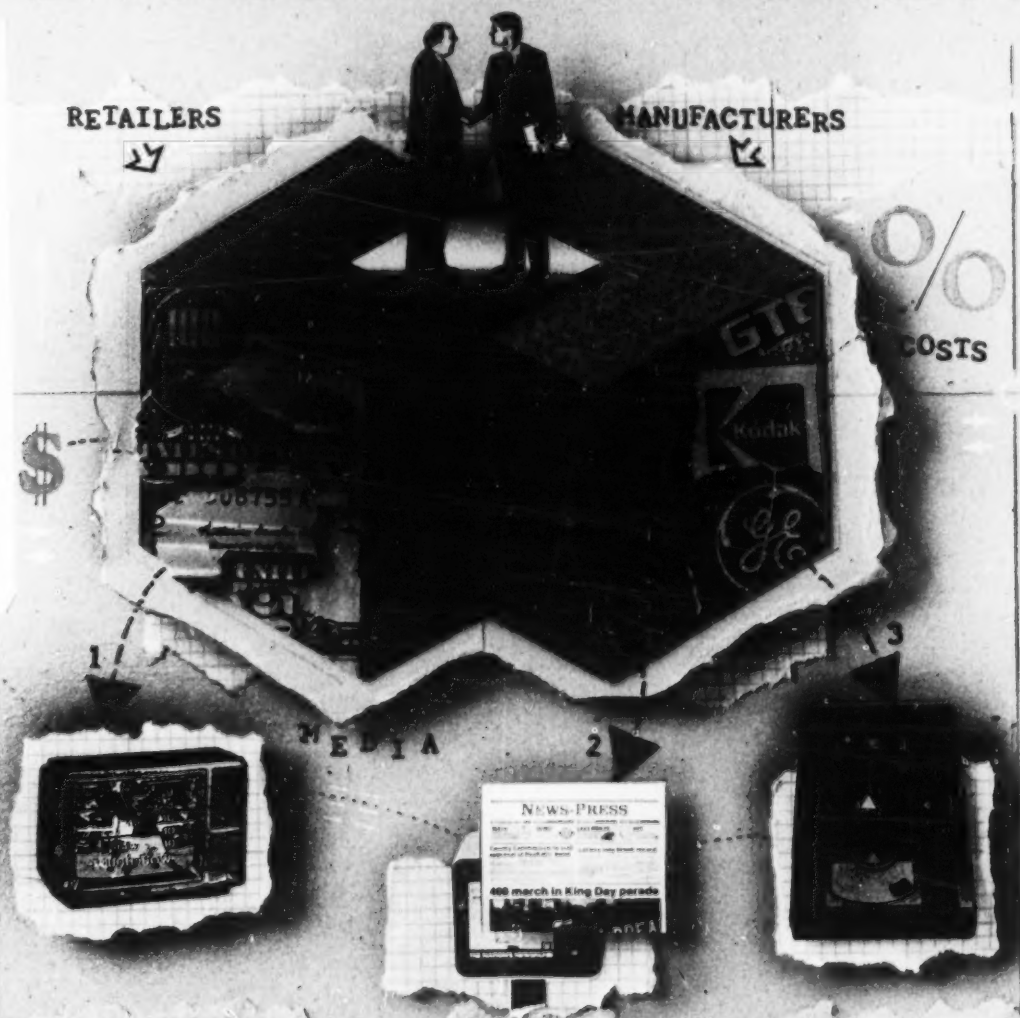
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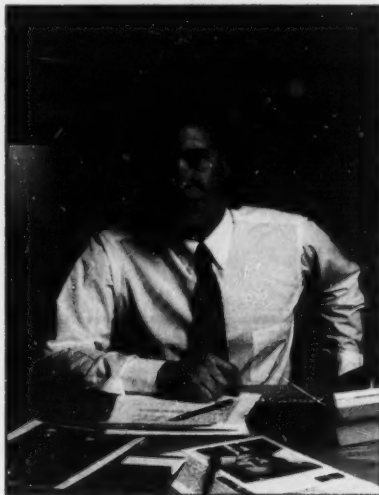
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ABP

THE RACE

ONCE UPON A TIME



Back when I was in college (and hence knew everything about everything), I was sitting around one day having a heated discussion about something or other (as college students are wont to do) when I arrived at what I then considered to be the ultimate insight into the human condition.

"The way I see it," I said, "the world's population is divided into two basic types—artists and salespeople. No matter who you are or what you do, you're either one or the other. Some people are just naturally creative and others are born salesmen."

Sound overly simplistic? Of course it does. But remember that when I made this statement, I had yet to venture into the real world to make a living. And, as you might already have guessed, at the time I considered myself to be firmly en-

trenched on the artist's side of my imaginary dividing line. Being a fine arts major, I automatically assumed that I would one day end up as a world-renowned painter or photographer—or, at the very least, an art historian at a major museum or university. After all, I was an artist. That's what artists did.

What I actually did after I graduated was sell sporting goods. Then records. Then art supplies. And over the next few years, a funny thing happened. The more contact I had with salespeople, the more I began to realize that selling is very much an art, something that requires the same kind of creative talents that I had exclusively (and erroneously) assigned to artists and other "naturally creative" types. At the same time, I noticed that many of my art school friends were becoming more and more salesman-like, honing their skills of self-promotion and marketing in order to gain a foothold in the dog-eat-dog world of professional (read: profitable) art.

Now, roughly 20 years later, I find myself editing a magazine targeted to those I once thought of as the antithesis of artistic. Fortunately, I've learned a lot since then, and by way of atoning for my past sins (at least in this particular area), let me just say that I was young and inexperienced and didn't know any better. I'm sorry. I was wrong. Forgive me.

Artists are very definitely salespeople. And by the same token, selling is also an art. Certainly, most of you know this better than I do, since you're out there every day proving it to yourselves and your customers. You know that creativity, craft, and meticulous attention to detail are what sets you apart from someone who merely fills orders. Your ability to fulfill the dreams and desires of your customers is what makes you special, and we at *Sales & Marketing Management* are keenly aware of that. That's why we make it our mission to provide you with the information and inspiration that will help you do your job more effectively and make you feel good about it at the same time.

After all, we're all salespeople in one way or another. Even those of us who might have thought we were something else, once upon a time.

COMPUTERS



SMALL IS BEAUTIFUL: MAKING LAPTOPS EASIER TO LOVE

BY THAYER C. TAYLOR,
SENIOR EDITOR

A new breed of downsized portable computers is making totable PCs extra attractive to salespeople who want to take them on the road. Catching the attention of many of the 115,000-plus aisle walkers at the recent Comdex/Fall in Las Vegas, the PC industry's annual showcase for new products, were several "lite" style notebook- and pocket-size models, as well as a laptop that reads handwriting—eliminating the keyboard that's the bane of many salespeople.

The notebook category (under 8 lbs.) became a new PC market niche two years ago when NEC Technologies' UltraLite (4.2 lbs., \$2,499 base price) debuted, followed by Zenith Data Systems' MinisPort (6.3 lbs., \$1,999). However, they suffered the usual drawbacks that often go with technological firsts: Short battery life (1.5 hours) and an unconventional keyboard plagued the UltraLite, and nonstandard storage me-

dia (2-inch floppy) and a dimly lit display didn't help the MinisPort.

Compaq Computer legitimized the new market niche late last year with its Compaq LTE (7.2 lbs., \$2,399), bringing desktop power to the new class of "lite" laptops at a competitive price. Its features included a hard drive (20MB and 40MB versions), a bright screen, and expansion slots for a modem and peripherals. The hard drive should appeal to on-the-go salespeople who have to wrestle with large databases as well as spreadsheets for preparing sales forecasts.

The new breed of mighty mites became still more attractive when Toshiba America trotted out an even lighter machine, the 6-lb. T1000SE, at a sharply competitive \$1,699 price that has NEC and Zenith scrambling to upgrade their now overpriced machines. Furthermore, in addition to a standard 1.4MB floppy drive, the T1000SE sports a screen with the highest resolution (640 × 400 pixels) in the new laptop segment, making it suitable for take-it-with-you presentations.

Those who find even Toshiba's very low price point too rich can consider Tandy's 1100FD (6.4 lbs., \$999),

the latest notebook-size laptop, which has a 3.5-inch floppy disk drive. Panasonic makes the Tandy machine and is marketing a 5.5-lb. version under its own name at the same price.

Currently, the notebook-sized laptops head the PC industry's hit parade and both Compaq and Toshiba are hard-pressed to meet the explosive demand. An estimated 250,000 notebook-sized laptops will be shipped this year, more than quadruple last year's volume, and shipments are expected to more than double next year.

Just when these units gave new meaning to the "small is beautiful" idea, along comes Poqet Computer with its palm-top, a 1.8-lb., \$1,995 computer the size of a videocassette that, the company claims, runs on standard AA batteries for up to 100 hours. The size is achieved by a limited memory (128K) and software that is "burned in" to credit-card-sized ROM (read-only memory) cards. A competitive but stripped-down palm-top, Atari's Portfolio (\$400), also debuted. Observers still give Poqet the edge, however, because of its greater features, including a better screen and keyboard.

Of course, hand-held computers have been around for some time, but they've been limited-purpose machines, mostly used for taking inventory in retail stores and warehouses. The new breed, in addition to running popular software, is seen as especially viable for automating a sales rep's personal management routines, such as schedulers, address books, and telephone directories. Whether they'll shuck off the novelty image and become serious business tools is an open question.

Salespeople who have shied away from laptops because of their complexity or their own keyboard-phobia no longer have that excuse, thanks to Grid Systems' GridPad (\$2,400). Using an electronic pen, the salesperson writes on the GridPad screen; built-in software reads the hand-printed text and data. Company president Alan Lefkof says the software will be customized for each client so that forms used for taking orders, for example, will pop up on the screen and the salesperson will only have to fill in words or numbers. Based on sales for its first six months, Lefkof predicts that "pen interface computers will be one of the fastest-growing segments of the computer market." ▶

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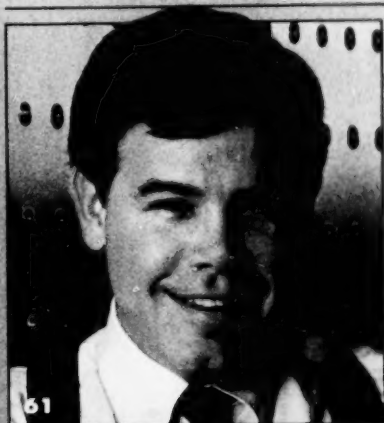
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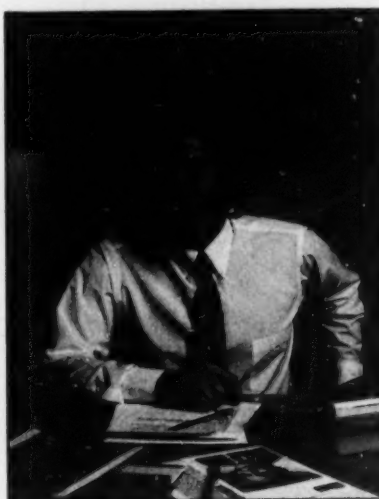
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ARP

THE RACE

WHEN ACHIEVEMENT IS THE ISSUE



Last month in this column I offered the opinion that everyone is involved in selling in one way or another. What I failed to mention, however, is that not everybody is equally successful when it comes to this particular line of work.

For those who actually make a living at it, selling involves certain necessary skills. But the thing that ultimately separates the winners from the losers, the wheat from the chaff, the chicken from the egg, the good from the bad and the ugly, a boy from his dog, Tony Orlando from Dawn, and Satchel from Paige—to stretch a metaphor and then beat it to death with a ball peen hammer—is achievement.

It's a word that, although not unique to selling, still turns up with surprising regularity when describing various aspects of the sales function:

achieving quota; achieving market penetration; achieving your goals; a record of achievement; achieving success. The list goes on and on.

And on. Which, in a way (and at long last), brings us to this month's issue of *Sales & Marketing Management*, an issue that, if we do say so ourselves, fairly reeks of achievement. First of all, there are the results of our annual Best Sales Force Survey, with six companies garnering top honors this year. For an in-depth look at the winners, as well as the competition itself, I invite you to turn to page 61, where you'll find a collection of stories on the super-achiever sales forces of Communications Satellite, Procter & Gamble, Reynolds Metals, RJR Nabisco, Times Mirror, and United Parcel Service.

Then there's the magazine itself, which contains a number of changes in both editorial content and design. These include an expanded Short Takes section that now encompasses such former departments as Ideas You Can Use, Demographics in Action, Sales Talk, and Best Advice, in addition to a new item called Marketer of the Month. We've also reorganized our slate of departments, doing a little consolidating here, some expanding there, and adding a whole lot of fresh, eye-catching graphics everywhere. For us, these changes (along with others that will debut in subsequent issues) also signify achievement.

As we see it, our mission is to provide readers with solid, useful information, and in that respect we hope these efforts prove successful. But since any good magazine is equal parts content and concept, a certain attention to organization and detail is also essential. As editors, we supply the content—well-written, well-researched copy that successfully imparts the information at hand. Concept, on the other hand, is primarily the domain of the art director and production staff, that nebulous group of overworked, underpaid individuals you'll find lurking around the back hallways of publications, armed with X-acto knives, T squares, and other menacing implements that are for some reason named after letters of the alphabet.

So in keeping with the overall theme of this issue, let's give credit where credit is due: Our new look is largely the result of the stellar efforts of S&MM art director Charles Doherty, production manager Joann De Palma, and their collective staffs: Michael Dumycz, Dorothy McFeely, and Judy Brown. To them—and to our latest crop of Best Sales Force award winners—congratulations on a job well done.

TELEMARKETING

THE CIVILIZED WAY TO SAY "@#%&!"

The myriad difficulties faced by cold-call telemarketers are well known to those who live and die by the phone: slammed receivers, answering machines, services like Caller-ID or Call-Block, and even proposed legislation that threatens to ban or restrict all unsolicited outbound telemarketing.

Now, salespeople may have yet another hurdle to overcome, one that is in some ways even more maddening than the rest. What is this insidious invention that threatens to put telemarketers on perpetual hold?

It's called the Phone Guard, a simple, inexpensive (\$15-\$30) gadget that attaches to any telephone, enabling the "callee" to politely rid himself of the unwanted caller without battling the anti-objection tactics of a tenacious salesperson. By simply pressing the pound (#) button and then hanging up, a recording is automatically activated that politely explains that this household (or office) doesn't accept telephone solicitations.

Ironically, Stephen J. Phillips, the inventor of Phone Guard, is a life insurance salesman who has built a successful career around cold calls, and because of this, Phillips is naturally somewhat ambivalent about his invention. "I have the patent," he says, "but I'm not sure what to do with it. This could be a real threat to salespeople who make their living making cold calls."

Nevertheless, Phillips says he can appreciate the consumer's viewpoint. "I recently spent some time at home and was getting two and three calls a night," he says. "It occurred to me that there would be a big market for a device that could help a homeowner get back control of his privacy."

And what about those who might be called upon to sacrifice their jobs in order to protect that privacy? In spite of the fact that Phone Guard has yet to be marketed in earnest, a spokesperson for the Life Insurance Marketing and Research Assn. (LIMRA) refused comment when asked how such a device might impact the industry.

Another area that may be adversely affected by Phone Guard is telephone-based market research. Marty Degraaf, account executive for the Marketing Research Assn. in Chicago, expressed concerns that are no doubt shared by many of her colleagues: "Can the device hurt marketing research? Yes. Will it have a severe impact? I hope not."

DEMOGRAPHICS IN ACTION

THEY'RE IN THE MONEY: A LOOK AT AMERICA'S AFFLUENT MARKET

While the affluent market has always been of interest to those in sales or marketing, it is especially important today, due not only to its diversity but, more important, to the growing amount of discretionary income and buying power it possesses.

Back in 1983, Mediamark Research's "Upper Deck Report," a demographic and socioeconomic snapshot of the nation's affluent market, defined an "affluent household" (the top 10% of households in the U.S.) as one with a disposable income of over \$47,000. By contrast, the most recent report sets the threshold for entry into that top 10% at \$62,000, a 32% jump in just six years.

As for what else this report tells us about the affluent market, here are just some of the more interesting highlights:

- 35- to 44-year-olds have the strongest representation within the affluent market, comprising a 26.4% share, while 18- to 24-year-olds make up the smallest percentage, at 15.4%.
- 24.6%, by far the largest percentage, are involved in clerical, sales, or technical positions.
- Nearly half (49.9%) have a total household income between \$60,000 and \$74,999, the lowest income group represented. The smallest percentage (19.4%) are those with incomes of \$100,000 or more.
- 48.6% of all affluent households have two members employed, while 17.9% have three members employed and

12.3% have four or more members employed.

■ 70.1% of the affluent population is married, and 52.9% occupy households with three or four persons.

■ The census region with the highest representation of affluent households is the South, with 27.9% of the U.S. total.

Perhaps even more important than *who these people are*, however, is the question of *what they buy*. As you might expect, this group seems to enjoy the finer things in life, with theater tickets, personal computers, and imported cars at the top of their "must have" list. On the other hand, they're also like the rest of us in many ways, looking for bargains in stores like K mart and Sears and delving into such all-American pastimes as going to the movies and barbecuing.

In addition, Mediamark says these folks would rather relax with a good domestic table wine or American-brewed beer than any of the higher-priced imports, and they spend more time traveling within the United States than exploring exotic foreign destinations.

All in all, the affluent market would seem to hold a lot of surprises for marketers, and as the table below shows, this growing segment is not always what it seems—particularly in terms of its penchant for purchasing various goods and services. Still, as long as marketing and money go hand in hand (in other words, forever), the affluent market will continue to play an important role in the nation's marketing mix. ▶

	% of Affluent Adults
Automobiles (foreign)	27.0%
Automobiles (import)	6.0
Personal computers	28.2
Beer (domestic)	45.5
Beer (imported)	22.8
Wine (domestic, dinner table)	41.4
Wine (foreign, dinner table)	18.7
ACTIVITIES	
Barbecuing	46.3
Shopping at K mart	47.5
Shopping at Sears	44.6
Movie attendance (in last 90 days)	62.0
Theater attendance (in last 12 months)	24.2
Domestic travel (in last 12 months)	72.8
Foreign travel (in last 3 years)	34.2

SOURCE: Mediamark Research; The Upper Deck Report (Fall 1989).

AMERICA'S BEST SALES FORCES: SIX AT THE SUMMIT

The results of our annual survey spotlighting the selling efforts of six companies ranked at the top of their respective fields.

BY WILLIAM KEENAN JR.,
MANAGING EDITOR

Over the years, the word "teamwork" has typically been used to describe the efforts of those who work behind the scenes in sales, while the sale itself remained a matter of individual achievement. In today's more sophisticated and competitive environment, teamwork has been replaced by "team selling"—which in turn has become the standard for sales success in any number of industries.

Nowhere is this trend more obvious than in the list of winners of this year's *Sales & Marketing Management* Best Sales Force Survey, where no fewer than four of the six top-rated companies point to team selling as the key to their success. Some, in fact, have even abandoned individual sales incentives in favor of compensation and reward programs that encourage a team or group effort, a marked departure from the every-man-for-himself approach that used to characterize much of the selling process.

One of these companies, United Parcel Service, this year's winner in the Shipping & Delivery Services category, rewards its total company effort through profit-sharing and a unique management ownership plan rather than through traditional individual sales incentives. Another, Health & Beauty Aids winner Procter & Gamble, has also turned away from individual incentives and is looking into programs that

instead recognize team efforts.

And as an indication of just how pervasive team selling has become, even those winners who haven't yet taken on a formal team selling approach—RJR Nabisco and Times Mirror—extol the virtues of old-fashioned teamwork and team support for their salespeople. Basically, the winners agree, you can't reach the top of your industry without it.

A PHOTO FINISH

This year's Best Sales Force Survey competition was hotly contested, with none of the six winners able to post a clean sweep of all seven categories of sales effectiveness (see page 64). Among the reasons most often cited were fierce domestic competition, as well as competition abroad—both in the form of foreign competitors entering U.S. markets and U.S. companies competing, many for the first time, in overseas markets.

This is certainly true of Communications Satellite Corp., winner in the Telecommunications Equipment & Services category. "With U.S. companies needing a real presence abroad, not just a local office, we're facing a growing market in the increasing need for international communications," says Betty Alewine, general manager for Comsat's Intelsat Satellite Services division.

United Parcel Service is another company that stands to gain significantly from expanded international marketing efforts. With both its foreign and do-

mestic land-based business tied closely to fluctuations in the GNP, and faced with increasing competition from new entrants in the package delivery market, the company recently expanded its fleet of airlines and is now poised to enter international markets in a big way.

Global business is also important to companies like Reynolds Metal, which placed first overall in the Metal Manufacturing category this year. Sales of its products outside North America currently amount to 17% of its total revenues, and this figure is expected to grow at a much faster rate than sales in the U.S. and Canada. Reynolds also faces another challenge, one that the company is presently gearing up for: the rapid rate of technological change in many of its biggest markets, areas such as packaging, automobiles, and aircraft.

INTERNAL AFFAIRS

In the consumer industries we surveyed, the main focus this year seems to be more internal—things like merg-

MEET THE WINNERS

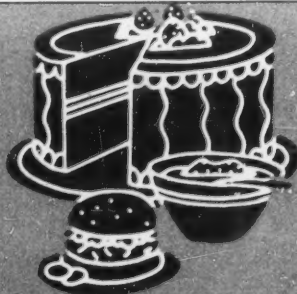
The official presentation of S&MM's 1990 Best Sales Force Awards will take place Friday, June 29, at the Waldorf-Astoria Hotel in New York City—at a luncheon co-sponsored by the Sales and Marketing Executives Club of Greater New York. If you're interested in attending, call 212-683-9755.

CHRIS KOPE



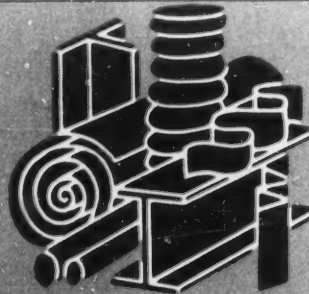
HEALTH & BEAUTY AIDS

COMPANY	SCORE
Procter & Gamble	7.7
Warner-Lambert	7.2
Schering-Plough	7.1
Johnson & Johnson	7.0
Whitehall Laboratories	6.9
Revlon	6.6
Gillette	6.6
Bristol-Myers	6.4
Sterling Drugs	6.3
Chesebrough-Pond's	6.2



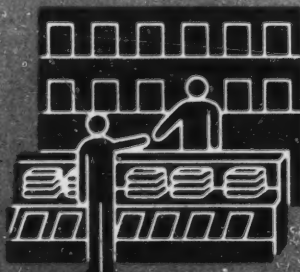
FOOD PRODUCTS

COMPANY	SCORE
RJR Nabisco	7.0
General Mills	6.9
Philip Morris	6.9
Quaker Oats	6.8
Beatrice	6.7
Sara Lee	6.7
Ralston Purina	6.5
Conagra	6.4
Borden	5.9
Pillsbury	5.9



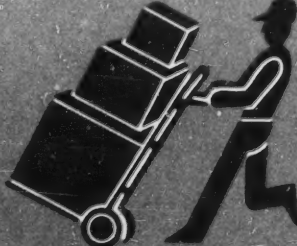
METAL MANUFACTURING

COMPANY	SCORE
Reynolds Metals	7.7
Alcoa	7.6
Amax	7.5
Phelps Dodge	7.1
Inland Steel	6.5
Armco	6.3
Bethlehem Steel	6.2
USX	5.8
National Steel	5.6
LTV	5.4



PRINTING & PUBLISHING

COMPANY	SCORE
Times Mirror	9.0
Time Inc.	8.3
New York Times	8.2
Berkshire Hathaway	7.6
Tribune	7.3
Knight-Ridder	7.2
R.R. Donnelly & Sons	6.8
Gannett	6.7
Dow Jones	6.6
McGraw-Hill	6.2



SHIPPING & DELIVERY SERVICES

COMPANY	SCORE
United Parcel Service	8.2
Federal Express	7.8
Yellow Freight System	6.4
Roadway Express	6.3
Airborne Freight	6.0
Consolidated Freightways	5.9
Alexander & Baldwin	5.5
Emery Air Freight	5.1
Carolina Freight	5.1
American President Cos.	5.0



TELECOMMUNICATIONS EQUIPMENT & SERVICES

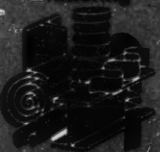
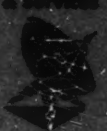
COMPANY	SCORE
Communications Satellite	7.1
Pacific Telecom	6.9
Scientific-Atlanta	6.8
AT&T	6.8
Telecom-USA	6.7
United Telecommunications	6.4
MCI Communications	6.3
McCaw Cellular Communications	5.6
Citizens Utilities	5.1
DSC Communications	4.8

INTERPRETING THE NUMBERS

Survey participants in each industry category were asked to rate the top companies in that category on their effectiveness in seven sales functions (see page 64). Ratings were based on a scale ranging from 1 (poor) to 10 (excellent). The scores represent the average of the seven ratings that each company received.

The Best in Seven Categories of Selling

COMPANIES, FOLLOWED BY SCORES, WITH A HIGHEST POSSIBLE SCORE OF 10.

Industry	Recruiting Top Salespeople	Ability to Keep Top Salespeople	Quality of Training	Opening New Accounts	Handling Accounts	Product/Technical Knowledge	Reputation Among Customers
 Food Products	Philip Morris	BJR Nabisco	BJR Nabisco	BJR Nabisco	RJR Nabisco	Philip Morris	General Mills
	7.1	7.1	7.1	6.9	7.1	7.2	7.5
 Health & Beauty Aids	Procter & Gamble	Procter & Gamble	Procter & Gamble	Wm. L. Chesebrough	Procter & Gamble	Procter & Gamble	Procter & Gamble
	7.9	7.5	8.1	7.1	7.5	8.1	8.9
 Metal Manufacturing	Reynolds Metals	Amstar	Alcoa/Amstar	Reynolds Metals	Reynolds Metals	Alcoa/Amstar	Amstar
	8.3	8.8	8.8	7.7	8.8	8.8	8.8
 Printing & Publishing	Times Mirror	New York Times	Times Mirror/Night-Rider	Times Mirror	Times Mirror	Times Mirror	Times Mirror
	8.8	8.8	8.8	9.0	9.8	9.7	9.7
 Shipping & Delivery Services	UPS	UPS	UPS	UPS	UPS	UPS	Federal Express
	7.7	8.3	8.4	7.6	8.4	8.7	8.8
 Telecommunications Equipment & Services	Telecom-USA	Scientific Atlanta/Telecom-USA	AT&T	Communications Satellite	Pacific Telecom	Communications Satellite	Telecom-USA
	7.2	7.8	7.9	8.3	7.4	9.0	7.4

ers, buyouts, and other market restructurings. Procter & Gamble, for instance, views changing distribution channels as perhaps the most important single issue affecting its business. The increasing variety of new retail outlets (price clubs, discount chains, and hypermarkets, in addition to more traditional outlets like supermarkets and drugstores) is certainly part of this, and, according to P&G's Shelly Zimble, the company's biggest concern at this point is "making sure we're not offering some undue advantage to one form of distribution over another."

As for mergers, LBOs, and the like, Zimble says these have also had an effect on the way P&G does business. "An LBO changes the way a store looks at brands," she says. "Obviously, cash flow is very important, and these stores are looking for products they can buy on credit and turn quickly."

Certainly it would be a monumental understatement to say that RJR Nabisco, this year's winner in the Food Products category, was also affected by this particular industry trend. In the course of the last year, the company underwent a major merger and restructuring. When the dust cleared, however, RJR Nabisco was still sitting atop a 44% share of the cookies and biscuits market, due in no small part to a record \$2.5 billion in sales. Their first-place showing in this year's survey stands as a testament to RJR Nabisco's commitment to increase service to its customers during this period of turmoil, a move designed to both keep customer fears allayed and sales force morale high.

Another industry that didn't have to look far for a challenge last year was Printing & Publishing. With ad sales declining and alternative media multiplying out of control, publishers have been under increasing pressure to discount their rates. Those companies that have successfully held the line in this area—outfits like Times Mirror, our winner in this industry category—have had to scramble to put together multimagazine or multimedia "value added" deals for their clients. And in an industry where, as Times Mirror's Francis Pandolfi puts it, "simple order takers will not survive," his organization is proof that those who do survive must be both flexible and firm to make it through.

So there you have it. Six companies that have achieved sales success in the face of numerous obstacles, challenges that either together or separately may impact your business as well. In the pages that follow, we'll take a closer look at each of this year's winners, examining their strategies, incentive programs, sales philosophies, and other factors that helped make them the best in the eyes of their customers and peers. We'd like to offer these companies our congratulations for a job well done. And for those that came close—in some cases very, very close—we ask you to remember that there's still a lot to be said for both teamwork (the old-fashioned kind) and team selling (its modern-day equivalent). With a bit of luck—and a whole lot of hard work and careful planning—perhaps we'll be telling your story next time around. In the meantime, keep in mind that the advent

of the 1990s offers all of us a chance to "renew and review." Or, as Times Mirror's W. Thomas Johnson so succinctly put it: "This could be the most exciting decade that most of us will ever experience . . . one of great opportunity as well as challenge."

HEALTH & BEAUTY AIDS

P&G GIVES ITSELF A MAKEOVER

The company that wrote the book on consumer marketing is now rewriting it.

There was a time, not too long ago, when mighty Procter & Gamble stood atop the marketing heap. Its innovative brand management system was copied by almost every consumer products company in the country. Its advertising expenditures were second to none. And products like Crest toothpaste and Ivory soap were tops with retailers and consumers alike. In this kind of heady environment, a "cold call" was practically unheard of, and it seemed that everyone wanted and needed what a P&G rep had to offer.

On the other hand, not everyone loved P&G. The company's relationship with retailers had been, at best, grudgingly cooperative and, at worst, downright hostile. And while there was no question that P&G salespeople were among the best prepared and that P&G always maintained uniform policies toward the trade, they were also reputed to be arrogant and combative, dictating to retailers what products to stock and how to display them, with little regard

What It Takes to Be the Best

The *Sales & Marketing Management* Best Sales Force Survey rates companies equally on seven different measures of sales force quality—recruiting top salespeople, the ability to keep top salespeople, quality of training, opening new accounts, holding accounts, product/technical knowledge, and reputation among customers.

Of course, some things are more equal than others, as we found out when we asked our six winners if there was one quality or characteristic they valued and stressed above all others. Their answers:

■ **RJR Nabisco (Food Products):** "Recruiting is the number one priority for us—finding quality people who can analyze data from customers, see things from the consumers' eyes, use available sales tools like laptops and syndicated data, and interface with the marketing people at headquarters."

■ **Procter & Gamble (Health & Beauty Aids):** "It's hard to separate recruiting top people and keeping top people. It doesn't matter how good your training or products

are—if you don't have good people to begin with, you're nowhere."

■ **Reynolds Metals (Metal Manufacturing):** "Our reputation among customers is most valuable to us. All seven categories are important, but if you've done all the right things to win a good reputation, all the other factors should fall into place."

■ **Times Mirror (Printing & Publishing):** "Recruiting and holding top people—people are the single most important factor in our success."

■ **United Parcel Service (Shipping & Delivery Services):** "Our reputation among customers is the factor we value and pride ourselves upon the most."

■ **Communications Satellite Corp. (Telecommunications Equipment & Services):** "Keeping top people is most important to us. If you can keep your best people, that means you'll be opening new accounts and keeping them, and you're also assured of a good reputation among your customers."



P R O F I L E

COMPANY

Procter & Gamble Co.

MAJOR PRODUCT
OR SERVICE*Laundry and cleaning products,
personal care products, food
and beverage products*

1989 SALES VOLUME

*\$21.4 billion (health and beauty
aids, approximately \$3 billion)*APPROXIMATE NUMBER
OF SALESPeOPLE*1,300 (in health and beauty aids)*RECOGNITION OF
TOP SALESPeOPLE*P&G uses a team selling approach,
with finance, transportation, and
computer specialists assigned to
each account in addition to the
salesperson, and offers no
individual sales awards. An
incentive program for teams
may be in the offing.*

SALES PHILOSOPHY

*"We try to form partnerships with
our customers that result in
win-win situations."*BIGGEST CHALLENGE IN
THE 1990s*"Developing ways to serve new
distribution channels such as
warehouse club stores,
hypermarkets, and drug
emporiums, without giving
them better deals than
traditional outlets."*

for what the stores either wanted or needed.

But that was then and this is now.

The new P&G is making a concerted effort to push authority downward, speed up decision making, and get closer to its customers.

"It's a matter of survival," says Shelly Zimble, general sales manager for health and beauty aids at P&G. "The old way of doing business—good products with good advertising copy—is history. We need to work creatively with customers to find out what they need to move our products. We've moved from a confrontational period of doing business to understanding that five different retailers may have five different ways of selling."

This has required some radical restructuring at the consumer goods giant. For starters, P&G has realigned its brand management into "category selling." Here's how it works: Previously, a supermarket buyer was faced with visits from numerous P&G salespeople pushing different product lines, each with its own promotions and advertising. Now, one salesperson representing all of P&G's health and beauty products calls on a given retailer, thereby streamlining the selling process and doing away with all of the unnecessary clutter and overlap.

And there are other changes as well: Teams of P&G employees from finance, distribution, and manufacturing are assigned to cover the big retailers along with the salesperson. If, for example, a Duane Reade drugstore complains about late shipments, P&G's transportation expert will talk directly to Duane Reade's transportation person, rather than having the salesperson act as a go-between. "It's a much better system, because the salesperson doesn't have the same expertise in these kinds of specialized functions," says Zimble. "Consequently, it increases the time he or she can spend making the sale."

Which is not to say that P&G has totally abandoned the philosophy that put it on top. The company's personnel management practices, for example, are still pretty much intact, particularly in the area of training, where P&G has perennially been a worldbeater. In fact, the company's training regimen has often been called the boot camp of consumer marketing. "If you can make it at P&G, you can make it anywhere," says Zimble. "We consider ourselves the pinnacle."

So, it seems, do the respondents to this year's Best Sales Force Survey: P&G placed first in six out of seven categories of sales force quality, and its scores in areas like product/technical knowledge, reputation among customers, and quality of training were far and away the best of any of the 10 companies surveyed.

P&G's training program is a prime example of this commitment to excellence, a commitment based on hard work and individual achievement. New hires are expected to demonstrate speed, accuracy, and creativity; less-than-stellar performers are weeded out quickly. Even established employees continually fine-tune their skills through a program called I.S.D. (Individual Skill Development). Once areas for improvement are identified, the salesperson and his or her manager consult a catalogue

of tapes, seminars, and on-the-job training opportunities and chart a course of action. If, for example, a salesperson needs to beef up his or her skills in business math, P&G will train that person individually, rather than have an entire sales division sit through a class that may very well benefit only two or three salespeople.

P&G's recruitment and training mastery is likely to come in handy in the future. As the outlook for the health and beauty aids market darkens, the company will need all the good people it can get. "The rate of growth for packaged goods has slowed dramatically," notes Gary Stibel, founder and chairman of The New England Consulting Group, a packaged-goods consultant in Westport, Conn. "Health and beauty aid companies must now focus on taking market share away from each other rather than participating in category growth. You'll be seeing a collision of Goliaths in the next few years."

When that collision comes, odds are P&G will be ready. Bolstered by key acquisitions such as last September's purchase of Noxell and joint ventures with companies plugged into new distribution networks, the company is confident it will continue to come out on top. After all, Zimble notes, "It wasn't just bringing out new flavors of Crest that got us from \$600 million in sales in the early 1980s to over \$3 billion today."—B.W.

METAL MANUFACTURING

SELLING WITH THE "REYNOLDS TOUCH"

Having the practiced eye of a former field salesman, Dick Holder always takes a special interest in how Reynolds Metals deals with its customers, although last year one event in particular stood out from all the rest.

After 5 years of concerted team selling—preceded by another 20 of traditional one-on-one sales calls—Reynolds won a contract to provide Campbell Soup Co. with aluminum cans for its tomato juice products.

It took 25 years of persistence and called for a full measure of the technical know-how and friendly persuasion that have given Reynolds a reputation as the top marketing outfit in the aluminum and metals business.

Like many other packaged-food giants, Campbell preferred to make its own cans and had never gone to an outsider. "In this case, they decided to stop making their own and buy them



Dick Holder attributes Reynolds Metals' shining sales to cross-company teamwork.

P R O F I L E

COMPANY

*Reynolds Metals Company*MAJOR PRODUCT
OR SERVICE*Aluminum, packaging, cans*

1989 SALES VOLUME

*\$6.2 billion*APPROXIMATE NUMBER
OF SALESPERSON

575

RECOGNITION OF
TOP SALESPERSON*Most divisions present a
Salesperson of the Year award.*

SALES PHILOSOPHY

*"To serve our customers' needs with
quality people, providing the highest
possible quality products and
services."*BIGGEST CHALLENGE OF
THE 1990s:*"Keeping pace with rapid change by
having every salesperson anticipate
changing customer needs."*

from us," says the 58-year-old Holder, who rides herd on all 11 Reynolds divisions. As president and chief operating officer, he takes pride in the contribution each division has made to Reynolds's marketing image, whether they're selling aluminum cable to utilities or 80-ft. long "wing skins" to aircraft manufacturers.

To win Campbell as a customer, Reynolds assembled a team of sales and marketing people, graphic designers, and engineers who systematically educated the members of a similar team from Campbell on the virtues of aluminum, a packaging material they'd never used before. Holder himself was in on the first sales "seminar" and attended other critical meetings over the years until the deal was sealed last September. A key element in the sale was the recyclability of aluminum cans, a marketing and PR factor of growing importance for food companies dealing with an increasingly environmentally conscious public.

Coordinating such sales efforts is vital for Holder. Technical breakthroughs made in the Campbell sale, for example, have opened the door for

sales to other juice companies. In some cases, marketers from two different parts of the company may converge on the same target. For example, although its can division isn't a leader in supplying the beer and soft-drink industries, Reynolds holds its own by selling aluminum "can sheet" to other manufacturers through a different division. Success in these and other interrelated markets is one reason Reynolds enjoyed its fourth straight year of record profits in 1989 and saw sales soar above \$6 billion, even though prices of aluminum ingot, a basic raw material that they manufacture, declined steadily during the year.

Just as recycling has had an impact on the can business, says Holder, environmental factors promise to help Reynolds salespeople as they educate customers in another growth market: transportation. The recently revised Clean Air Act, which will require more antipollution gear in automobiles, has Holder counting on carmakers to buy more aluminum parts to keep total vehicle weight down. In true global style, Reynolds now sells Detroit aluminum wheels and other parts from Europe and has its salespeople hammering away at increasing aluminum's use in engine blocks. In fact, Holder regards salespeople from all his divisions not just as purveyors of product but as knights in the crusade against competing materials. Their notion of chivalry, however, is rooted in listening to the customer. "If they come across anything that could be made of aluminum," he says, "we should find a way to make it happen."

Indeed, the "Reynolds touch" seems to be able to turn just about anything into aluminum. This is figuratively, if not literally, true even in consumer products. So powerful is the magic of the Reynolds Wrap name that the company has begun to lend it to other, non-aluminum household products. For example, Reynolds Plastic Wrap, introduced a few years ago, became so popular that Holder's product-development people worked up colored variants in several different colors that sold quickly when they hit grocery shelves last year.

Even Holder was at first skeptical that green- and rose-colored wraps would sell, but the response of consumers in focus groups was so impressive that he ultimately put the products into distribution without test marketing. Summoning all his powers of understatement, he says, "That's just another example of why it's fun to be here."—M.E.

FOOD PRODUCTS

WHEN THE CHIPS WERE DOWN,
NABISCO DIDN'T CRUMBLE

What does it take to move 1 billion pounds of product a year, to control 8 of the top 10 brands in a category, and to produce record sales in spite of a messy LBO?

"Dedication," says Harry Lees, the 44-year-old senior vice president of sales for the Nabisco Biscuit Co. in East Hanover, N.J.

"Our salespeople are dedicated to the customer," says Lees. "They're proud of their job, their product, and their company. I think that's the reason why they've been so adaptive in spite of all the changes the company has been through."

Instead of derailing during the company's recent takeover, which resulted in the creation of RJR Nabisco Inc., Nabisco Biscuit's 4,000-person sales organization responded to uncertainty by keeping their morale high and posting record sales of \$2.5 billion. They protected their considerable 44% market share by making sure grocery shelves were stocked with Nabisco's cookie and cracker products, which include Oreos, Fig Newtons, Chips Ahoy!, Ritz Crackers, Wheat Thins, and Triscuits.

But, Lees insists, there's more to selling than just dedication. "One of our primary sales goals is to service the customer," he says, "and in this respect I think we've been exceptional."

Among the things Nabisco does differently from the competition, says Lees, is that it strives to make life easy for the retailer: "First of all, we deliver the product to the back door so they don't have to go through a warehouse. Then, we literally set up the biscuit department. We help our customers pick the best location—even the best aisles and shelves—for the products."

This kind of advice isn't random, notes Lees. It's backed up with a formidable amount of market data and sales statistics, with each salesperson armed with scanners and a detailed knowledge of cross-tabulated demographic information on his or her territory.

"Our salesperson can sit down with a customer and, using a laptop computer, share our information on what that retail outlet's position is in a market, who its customers are, what its average purchase is, and how to create the most effective merchandise mix for that environment."

Lees contends that the results of



Outstanding customer service and
across-the-board decentralization
are recognized by Harry Lees as
two reasons for Nabisco's success.

P R O F I L E

COMPANY

*Nabisco Biscuit, a subsidiary of
RJR Nabisco*

MAJOR PRODUCT
OR SERVICE

Cookies and crackers

1989 SALES VOLUME

\$2.5 billion

APPROXIMATE NUMBER
OF SALESPeOPLE

4,000

RECOGNITION OF TOP
SALESPeOPLE

*Bonuses for all salespeople who
make or exceed their objectives
(approximately 75% of the sales
force).*

SALES PHILOSOPHY

*"To be a preeminent sales
organization that provides quality
through consultative selling."*

BIGGEST CHALLENGE OF
THE 1990s

*"Meeting the diversity of consumer
needs and identifying new trends in
the marketplace, while keeping the
core franchises healthy and
growing."*

this kind of technology-based service do not go unnoticed in the marketplace. "I'm sure," he says, "that one of the reasons we won an award in your Best Sales Force Survey is because of the results we've gotten from using the technology that has become available to us over the past three or four years."

Service is also one of the factors Lees points to when explaining why the company doesn't pay the otherwise ubiquitous (and often exorbitant) slotting fees that grocers charge for shelf space these days. "It's just not our policy," he says. "What's more, we don't need to pay [slotting fees]. Not with our level of attention to the customer."

Another firmly held tenet is that the sales department should be in constant interaction with marketing, something Lees, a former vice president of marketing, characterizes as more than just lip service. "The closeness between departments is one of the reasons I have my job today," he says.

Nabisco's accomplishments in

sales should also be noted in context of its across-the-board use of decentralization: Even sales meetings are broken into groups, and instead of employees gathering in one place every year, headquarters goes on the road.

"We feel we can involve more people this way," explains Lees. "We make our presentations to vice presidents and regional managers in each of our six regions. Then, in breakout groups, our strategies and objectives are disseminated to the sales force."

In a further break from standard corporate procedure, Nabisco doesn't recognize its salespeople in the traditional sense. "We don't single out an individual for a trip to Hawaii or anything like that," Lees says. "Instead, salespeople are paid a salary with a bonus tied to specific goals. The more they meet or exceed their goals—and seventy-five percent of the sales force achieves them—the more money they're paid."

This no-frills policy doesn't seem to have damaged Nabisco's relations with its salespeople, however, since our survey shows that one of the areas in which the company scored highest was its ability to keep top salespeople. Add equally high marks in quality of training, holding accounts, and opening new accounts, and you begin to see why Nabisco's sales didn't crumble when the chips were down. —B.V.

TELECOMMUNICATIONS
EQUIPMENT & SERVICESCOMSAT BEAMS UP THE SALES
FORCE

When Betty Alewine became sales and marketing vice president of the Intelsat Satellite Services division of Communications Satellite Corp. in 1987, the division's sales force consisted of just four people. Each, she says, operated pretty much as a loner. The result: Although Comsat enjoyed esteem in its industry as a provider of international satellite services for telecommunications companies and broadcasters, it was a virtual no-show in both sales and marketing activities.

Alewine and top management set out to change that. Instead of the old every-salesman-for-himself approach, Alewine made virtually every employee in the division a partner with the salespeople, offering his or her expertise—technical, promotional, etc.—in making the sale.

"Although we have a relatively small number of direct salespeople, I

see our sales force as actually numbering 187—the division's entire work force," Alewine says. "We've instilled a real customer orientation throughout the entire division, not just among the sales force."

Another change: Veteran salespeople and new hires were put through a training program that stressed the basics, including making a presentation, time and territory management, account management, and technical knowledge. Using operations people, a 24-hour-a-day Network Control Center was established to handle customer complaints and instantly deal with their problems.

Also, to keep lines of communication open and operating, salespeople were required to meet periodically with each of their accounts, even when a sale was not imminent. Says sales vice president Stephen Carroll, "We limit the number of accounts per salesperson to about seven—any more would take away from the interaction we like between our people and their customers." That interaction, he says, is the key to how the division keeps the new accounts it gains through intensive market research. "Eventually," he says, "the customer thinks of us as an employee of theirs. We have any number of salespeople who are extremely good at doing that."

To give Comsat a larger presence at industry seminars and other events, a speaker's bureau was set up, and the division began sending its salespeople, technical experts, and marketing communications people out to attend more trade shows. In addition, employee motivation was substantially increased via a sales incentive compensation program—something the division had never tried.

Says Alewine, "We started sending our technical people out on calls with salespeople so the salespeople could benefit from expertise one level deeper than they have." Salespeople, she adds, now work closely with marketing communications to produce brochures, technical guides, and other materials that the salespeople give to customers, all so they can "do their own jobs better."

After becoming marketing chief, Alewine continually added to Comsat's sales force, and there are now 25 salespeople (almost half of whom are women) who sell the division's "product"—voice, data, and video services—to companies such as AT&T, MCI, U.S. Sprint, Overseas Telecommunications, Turner Broadcasting, the three major TV networks, and a host of



Intelsat Satellite Services. Betty Alewine and Stephen Carroll are proud of the total sales force involvement in its down-to-earth selling effort.

P R O F I L E

COMPANY

Communications Satellite Corp.

MAJOR PRODUCT
OR SERVICE

International satellite services

1989 SALES VOLUME

\$200 million

APPROXIMATE NUMBER
OF SALESPeOPLE

25

RECOGNITION OF TOP
SALESPeOPLE

"We don't rank our people in terms of 'top achiever.'"

SALES PHILOSOPHY

"If you take good care of your customers, and good care of your employees, everything else falls into place."

BIGGEST CHALLENGE OF
THE 1990s

"Staying close to our customers. Because of the mergers and acquisitions in our industry, their businesses and requirements are changing. Also, we must stay close to the changing technology in telecommunications."

regional phone companies. Indeed, Alewine's biggest regret last year was that she stayed within a set hiring policy instead of stepping up the program.

Alewine is quick to credit IBM as her inspiration for at least a part of the "new look" at Comsat. "I used to call on IBM when I was in sales," she says, "and I was particularly impressed with its 'Respect for the Individual' program. By individual, IBM means both the customer and the employee. We've tried to follow that philosophy here at Comsat."

Alewine admits that many of the changes she has made since coming on board have been dictated by the need to keep up with events in one of the nation's fastest growing and rapidly changing industries. She describes telecommunications' last three years as "dramatic," specifically noting MCI's acquisition of competitor Telecom USA, a development of no small consequence to Comsat, since MCI is a customer.

"What we've undertaken is meant to let us get—and stay—closer to our

customers as they themselves change due to mergers and other trends in the industry," says Alewine (who is now the division's general manager). "Their businesses and requirements will continue to evolve, and we must be able to respond accordingly."

Meanwhile, Alewine is delighted that clients and prospects now associate the word "Comsat" not just with a satellite in the sky but with a salesperson ready to do some down-to-earth selling.—A.B.

PRINTING & PUBLISHING

TIMES MIRROR: BIGGER, BETTER, AND
MORE INNOVATIVE

In an industry of media empires—Hearst, Murdoch, and Maxwell are a few that come to mind—the Times Mirror Company stands out as an exceptionally well-managed, innovative, and profitable entity.

The core strength of our 1990 winner in the Printing & Publishing category lies in its ownership of newspapers like the *Los Angeles Times*, *Newsday*, the *Hartford Courant*, and the *Baltimore Sun*. But attractive profit and growth opportunities also exist in other areas, particularly Times Mirror Magazines (*Field & Stream*, *Popular Science*, *Outdoor Life*, and *Home Mechanix*, to name a few).

Still, it's not all chocolate and roses, even for the top media megacorporations. According to Francis Pandolfi, president of the Times Mirror magazine division, rate negotiations continue to be one of the main sticking points in the industry. "Agencies are negotiating with print media to come up with prices that are less than what rate cards call for," he says.

Executive vice president Jim Kopper adds that "we have to take the necessary precautions, since this trend is something we don't seem to have any control over."

The response to this trend, which is being instituted throughout all relevant divisions of Times Mirror, is what Pandolfi terms "multimedia sales . . . where all the Times Mirror companies that sell advertising sell multimedia marketing situations to our customers, enabling us to put the power and value of all our media to work in a particular situation for a client."

For instance, a recent "Home Remodeling" promotion that covered the total remodeling of a home near Atlanta was offered to the readers of *Popular Science* in three separate special

monthly editorial sections. There was also a sweepstakes that offered readers the chance to win the home, as well as hardware store tie-ins. Another promotion, keyed via a special section in *Golf* magazine, hailed the U.S. centennial of golf and, among other events, included a TV program hosted by Vin Scully and a heavily promoted black-tie dinner attended by such links legends as Arnold Palmer and Ben Hogan.

"Comprehensive programs like these are essential if we're sincere about offering our advertisers expanded opportunities and programs for the nineties," Kopper says.

Neither Pandolfi nor Kopper were all that surprised at Times Mirror's winning our Best Sales Force award in its category, attributing their success to their employees. "People are the single most important factor here at Times Mirror Magazines," Pandolfi says. "We've worked awfully hard to make this an environment where people want to stay and others want to enter."

As part of their investment in those people, Pandolfi and Kopper put their salespeople through a three-year training program, and offer salary and incentive programs based on performance.

"In looking for good salespeople," Kopper says, "you have to look for people who have a better understanding of the total marketing process, rather than someone who simply sells the basics. You want people who can take that basic information and show how it specifically works for the customer's own goals, people who can show customers how our magazines' editorial content reaches and represents the audience they want to reach."

"Our salespeople are all strongly marketing-oriented," Pandolfi stresses, "so they can relate the values of our magazines to our customers. This is why we put a premium on creating special sections for our advertisers, and why last year we did almost 100 of [these sections] in our magazines."

And that kind of value-added marketing is becoming the industry standard, Pandolfi notes. "Anybody who's simply an order taker will not survive," he says. "Everyone is more competitive. Everyone is more interested in increased marketing and sales opportunities. So we're going to be seeking more and more highly talented salespeople for the nineties, and to do that we have to create the kind of company and environment that people want to join. If we can do that, the good salespeople will find us and remain with us."

That attitude may have something



Francis Pandolfi (L.) and Jim Kopper of Times Mirror Magazines foster a multimedia approach to both selling and marketing.

P R O F I L E

COMPANY

*Times Mirror*MAJOR PRODUCT
OR SERVICE*Newspaper publishing; book,
magazine, and other publishing;
cable television; broadcast television*

1989 SALES VOLUME

*\$3.5 billion overall; magazine
division, \$200 million*APPROXIMATE NUMBER
OF SALESPeOPLE*5,500 corporate-wide; 144 for
Times Mirror Magazines*RECOGNITION OF TOP
SALESPeOPLE*No individual awards.*

SALES PHILOSOPHY

*"Making our properties the best they
can be for both our readers and
advertisers."*BIGGEST CHALLENGE OF
THE 1990s*"Offering increasingly demanding
advertisers and their agencies
multimedia and market buys, and
finding the salespeople best qualified
to offer them."*

to do with why Times Mirror leads the pack when it comes to key areas like opening new accounts, holding accounts, product/technical knowledge, and, perhaps most important, reputation among customers. Given that the competition included such publishers as Gannett, Dow Jones, and the New York Times Co., this is a solid tribute to the company's commitment to multimedia selling across all divisions.

Both this concept and Times Mirror's overall commitment to marketing must be working, too, since Kopper notes that last year Times Mirror Magazines alone sold more than 10,000 ad pages totaling more than \$200 million in ad sales. So such commitment obviously pays off where it counts.

Speaking for the parent corporation, vice chairman W. Thomas Johnson Jr. says, "We place strong emphasis on customer service and will place even stronger emphasis on it during the nineties. And we will also be increasing our commitment to sales training and

development to facilitate that emphasis."

Johnson also feels that another key to Times Mirror's success is his company's strong research and promotion/presentation support staff: "We do a great deal of work for our advertisers, and this staff plays an extremely important role in the presentation and development of that work."

As for the future, Johnson predicts, "This could be the most exciting decade that most of us will ever experience," adding that "there will certainly be a more competitive marketplace, one of great opportunity as well as challenge."

Which brings Johnson to what he personally perceives as the biggest challenge for all publishing, let alone Times Mirror—the issue of literacy and readership.

"Literacy is crucial," he says, "and we have to give that as much attention during the nineties as we do to sales. After all, without readers there's no need for advertisers—or for publications, for that matter. And by the same token, without literacy and comprehension, there's no real readership, and therefore no need for any of us to be in the business."—R.S.

SHIPPING & DELIVERY
SERVICES

AT UPS, A TEAM EFFORT DELIVERS

Teamwork is the corporate philosophy that has spelled success for United Parcel Service. "Our corporation functions as a whole, not as a group of separate individuals," says John Alden, senior vice president of business development. Because of this, UPS doesn't single out its top salespeople for special awards or recognition. "If our company prospers," says Alden, "each individual benefits."

In addition to its team approach, another philosophy that has been an integral part of UPS's success is its employee ownership. A privately held company, UPS stock is owned primarily by its managers and supervisors. Alden explains that the company is "owned by the managers and managed by the owners."

As for its first-place finish in this year's Best Sales Force Survey, Alden isn't at all that surprised that UPS garnered top honors in the Shipping & Delivery Services category: "We take great pride in the service we provide, and it's nice to know that customers and competitors are noticing."

They're noticing all right. Of the seven criteria for sales force effectiveness that were surveyed this year, UPS scored its second highest rating in reputation among customers and placed first in product/technical knowledge, another important focus of the firm's sales and service effort. "Our industry is growing rapidly," says Alden, "and we need to keep up with the latest technological advances in order to provide customers with the service they expect."

Among these advances is the company's computerized International Shipments Processing System (ISPS), which speeds customs clearance throughout the UPS international network by providing local customs officials with shipping information well in advance of delivery.

"Customs clearance is one of the biggest problems in international shipping," says Alden, adding that computerized mapping, vehicle routing, and on-board vehicle communications systems are also being developed to assist in both ground and air operations.

This emphasis on technology has had a significant impact on the sales force, as well. According to Alden, a thorough knowledge of all the technological aspects of these new services is essential to making the sale, which is perhaps why training was the largest sales cost component for UPS in 1989. And it would seem that this training is paying off, since UPS opened approximately 70,000 new accounts last year, an impressive record given the stiff competition in this industry.

Until 15 years ago, the company's only major competitor was the U.S. Postal Service and a few regional delivery companies. Today, it competes on a larger scale, not only on the ground but in the air. Entering the overnight air express business in 1982, UPS built a fleet that today ranks as the nation's tenth largest airline.

Overnight air service also provided a base for the expansion of the company's international network, which now reaches more than 180 countries and territories. In addition, UPS was the first shipping company to serve the Eastern bloc countries, giving it a tremendous edge over the competition as those nations open up to the West.

These global commitments have grown hand in hand with the UPS work force, which more than doubled in size during the 1980s and now stands at 230,000 employees, including more than 1,000 salespeople. "Dedicated and loyal people have always been our most important resource," says Alden, though he does allow that for many



John Alden credits employee ownership and the corporate philosophy of teamwork with UPS's soaring sales.

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EXCELLENCE

PROFILE

COMPANY

United Parcel Service of America, Inc.

MAJOR PRODUCT OR SERVICE

Package delivery

1989 SALES VOLUME

\$12.4 billion

APPROXIMATE NUMBER OF SALESPeOPLE

1,000 +

RECOGNITION OF TOP SALESPeOPLE

"Success is a team effort; we don't reward on an individual basis."

SALES PHILOSOPHY

"Our reputation among customers is most important."

BIGGEST CHALLENGE OF THE 1990s

"Providing additional technological training that will help us compete on a global level."

years it wasn't easy to attract them. "Shipping, especially the transportation of small packages, was not viewed as a very glamorous business to be in," he says. "It was not enticing enough for a young person entering the work force."

All that has changed, however, as a result of the company's growth and reputation. Now, says Alden, "We have a great number of young, educated people working for us and the growth potential is very promising." UPS has a policy of promoting from within; in fact, most of the company's managers once delivered packages or performed other jobs as hourly employees before being promoted to management. Alden himself started out as a general office clerk back in 1965.

When asked what sets UPS apart from the competition, Alden offers this simple philosophy: "Commitment to quality at the lowest rates—the lowest in the industry." This may account for UPS's record-breaking statistics for 1989: 2.8 billion packages and documents delivered, almost twice the number processed in 1980, and revenues of more than \$12 billion, a 300% increase in less than 10 years. —K.R. □

STATE OF THE STATES: FLORIDA

These days, the biggest story in the Sunshine State is the climate. The business climate, that is.

BY PAT SEELIG

Growth is the word that comes to mind when talking about Florida. Since 1980, only three other states—Alaska, Arizona, and Nevada—have posted higher population growth rates, although Florida's bottom-line gain of nearly 2.5 million new residents is more than twice as high as the other three states put together. The Sunshine State's population is expected to reach 14.2 million by 1993, solidifying its status as the nation's fourth-largest state, a position it has enjoyed since 1987.

The most oft-cited reason for this impressive record of growth is Florida's warm climate, year-round access to beaches, more than 1,000 golf courses, a new and improving highway system, modern airports, and a lifestyle that typically takes advantage of all these things.

As a result, the state is filling up with thousands of retirees escaping the hustle and bustle (not to mention the nasty winters) of big northeastern and midwestern cities, as well as a healthy share of corporate relocations, which bring with them a younger crowd seeking pretty much the same things as the retirees.

Then there's the growth from the south. Southeast Florida in particular

has become a mecca for economic and political refugees from Cuba, South and Central America, and various Caribbean nations. And while many of these new Floridians don't have the necessary skills to place them in high paying jobs, they have helped fill the growing employment needs of a host of service-related businesses.

This potpourri of cultures and ages creates a unique and complex marketing environment that's roughly divided into three distinct geographic regions. First, there's northern Florida and the Panhandle, which is really more akin to rural Georgia and Alabama than to the rest of the state. In the middle is booming central Florida, a primary destination for white-collar workers and tourists from all parts of the U.S., who bring with them vestiges of their hometown cultures. And then there's south Florida (including both east and west coasts), which runs the gamut of local and international residents—good ole southern boys, transplanted Latin Americans, retirees, and wealthy snowbirds seeking opportunity in the land of the pink flamingo. Obviously, understanding this unusual mix requires a closer look at the various social and economic factors that influence each of Florida's six major metro markets, which for our purposes have been defined as those with populations of 800,000 or more. ►





PHOTOGRAPHY SUPPLIED BY INSTOCK PICTURE AGENCY

**Stretching
toward the sun:
high-rise
developments
in (clockwise
from left) Palm
Beach, Miami,
West Palm
Beach, and
Orlando's Walt
Disney World.**

KEY MARKET STUDY

FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH

Mention the city of Fort Lauderdale, and the first image that comes to mind (for those over 40, at least) is Paula Prentiss, Connie Francis, Frank Gorshin, Yvette Mimieux, and George Hamilton percolating each other's hormones in the 1960s movie *Where the Boys Are*. And with good reason, since Fort Lauderdale and the rest of Broward County have been the springtime destination of choice for fun-seeking collegians for more than 30 years.

Of course, things are a bit different along the famed "strip" these days. Although the kids still come each spring, according to Jim Garver, president of the Broward Economic Development Board, their numbers are about 50,000, compared with a peak of 350,000 in the sixties and seventies. In their place, however, have come an equal number of retired and semiretired snowbirds, seeking refuge from the bitter winters up north. "Between twenty-five and thirty-five percent of our population is retirement-based," says Garver, "but we're also seeing a number of people in the fifty to fifty-five age range move down to Broward County."

These "younger" people are es-

STATE STATISTICS	
POPULATION	
Total:	12,506,500
Male:	5,989,067
Female:	6,517,433
Black:	1,840,100
Hispanic:	1,217,000
Median Age:	37.6
Household:	5,059,300
EFFECTIVE BUYING INCOME	
Total:	\$156,648,998,000
Median Household:	\$22,820
RETAIL SALES	
Total:	\$94,994,314,000
Per Household:	\$18,776
Apparel:	\$3,987,898,000
Automotive:	\$24,466,349,000
Drugs:	\$3,684,312,000
Eating & Drinking:	\$9,058,065,000
Food:	\$19,045,383,000
General Merchandise:	\$10,139,866,000
BUYING POWER INDEX	
	5.3053

entially semiretired types, taking flextime jobs to supplement their incomes while enjoying the benefits of the retirement lifestyle. Garver says their plans often go astray, however, once they hear the siren song of the sunset,

the first tee, or the fishing pier.

In spite of the seemingly "either/or" orientation of Broward County's population, it would be overly simplistic to characterize this metro area as just a haven for college students and retirees. Fully 40% of the population falls in the 19-49 age group, and most are engaged in service sector jobs in health care, research and development, and other "clean" industries. The result is a reasonably high median household Effective Buying Income (EBI) of \$26,836, although the median age is a relatively old 41.0, again reflecting the size and strength of the retirement sector.

Like other Florida markets, FL-H-PB relies heavily on the tourism industry, and because of this, the area is trying to attract more families, as opposed to out-of-towners and the affluent visitors from nearby Palm Beach County. "We're trying to become more broad-based economically, and we have a lot of things for families to do, like golf and boating," says Garver. "We're also nearing completion of our convention center and a performing arts center, and as Broward County matures, we're finding that the performing arts are becoming a way of life here." ▶

NAPLES

THE FASTEST GROWING MSA IN THE U.S.

TOTAL RETAIL SALES PER HOUSEHOLD		FOOD SALES PER HOUSEHOLD	
NAPLES.....	\$23,398	NAPLES.....	\$5,318
Miami.....	\$22,675	Gainesville.....	\$4,314
Orlando.....	\$21,448	Orlando.....	\$4,157
Ft. Lauderdale.....	\$21,248	Ocala.....	\$4,093
Sarasota.....	\$20,377	Bradenton.....	\$4,070
West Palm Beach.....	\$20,349	Fort Pierce.....	\$4,023
Fort Walton Beach.....	\$20,072	West Palm Beach.....	\$4,016
Bradenton.....	\$18,959	Lakeland.....	\$3,987
Ocala.....	\$18,794	Sarasota.....	\$3,973
Panama City.....	\$18,515	Fort Myers.....	\$3,887

SOURCE: 1989 Sales & Marketing Management Survey of Buying Power

Naples Daily News



A Scripps Howard Newspaper
1075 Central Avenue • Naples, FL 33940
National Advertising (813) 263-4745

KEY MARKET STUDY

One fact that can't be overlooked in any marketing plan is Fort Lauderdale's proximity to Dade County and its large Hispanic population. Although most Hispanics in Broward County are of Cuban extraction, Garver says that the area has also developed pockets of black, Hispanic, and Caribbean culture that are quite diverse. "We have Cuban communities, Haitian communities, Jamaican communities, and many others," he says. "The Cubans are often entrepreneurs with their own businesses, while the Haitians and Jamaicans fill a lot of the entry-level and service positions."

This diversity complicates market-

Chamber of Commerce:
305-462-6000/305-920-3330/ 305-941-2940
Convention & Visitors Bureau:
800-356-1662/305-765-4466
Population: 1,214,300
Households: 526,500
Black: 154,700
Hispanic: 54,600
Median Age: 41.0
Total EBI: \$18,729,983,000
Median Hhld. EBI: \$26,836
Retail Sales: \$11,186,879,000
Buying Power Index: .6085

ing efforts aimed at Hispanics and blacks, particularly since many blacks in Broward County speak French as their native language, while Jamaican blacks retain their distinctive patois and differ culturally from native African-Americans and other groups.

JACKSONVILLE

If Orlando (home of Walt Disney World) is tourism incarnate, then Jacksonville is its antithesis. Not only is Jacksonville the major Florida market least dependent on tourism, it is also very much a blue-collar market populated by laborers and clerical workers, says Dr. Joseph M. Perry, professor of economics at the Univ. of North Florida.

"A lot of people think that blue-collar types are only factory workers, but if you go into downtown Jacksonville at five p.m., you'll see a lot of secretaries, accountants, and others leaving work," he says.

The main reason for Jacksonville's blue collar, non-tourist image is the St. Johns River, a major port for the entire state. This unique economic slant necessarily requires large numbers of blue-collar workers to man the docks, handle distribution, and generally make a living

Chamber of Commerce:
904-353-0300
Convention & Visitors Bureau:
904-353-9736

Population: 918,000
Households: 348,800
Black: 204,300
Hispanic: 18,900
Median Age: 31.9
Total EBI: \$11,084,802,000
Median Hhld. EBI: \$24,320
Retail Sales: \$5,981,874,000
Buying Power Index: .3644

from industries related to the transportation and shipping trades. Still, there are a lot of white-collar workers in Jacksonville as well, with Barnett Bank—the state's largest—headquartered here, and the PGA Tour—with annual revenues of \$127 million—headquartered in nearby Ponte Vedra Beach.

This balance of employment creates a somewhat stable environment in the Jacksonville metro, and the median household EBI (\$24,320) is well above the state figure of \$22,820, partly because it's not being pulled down by fixed-income retirees or recent economic or political refugees from Latin America.

In spite of this relatively healthy in-

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KEY MARKET STUDY

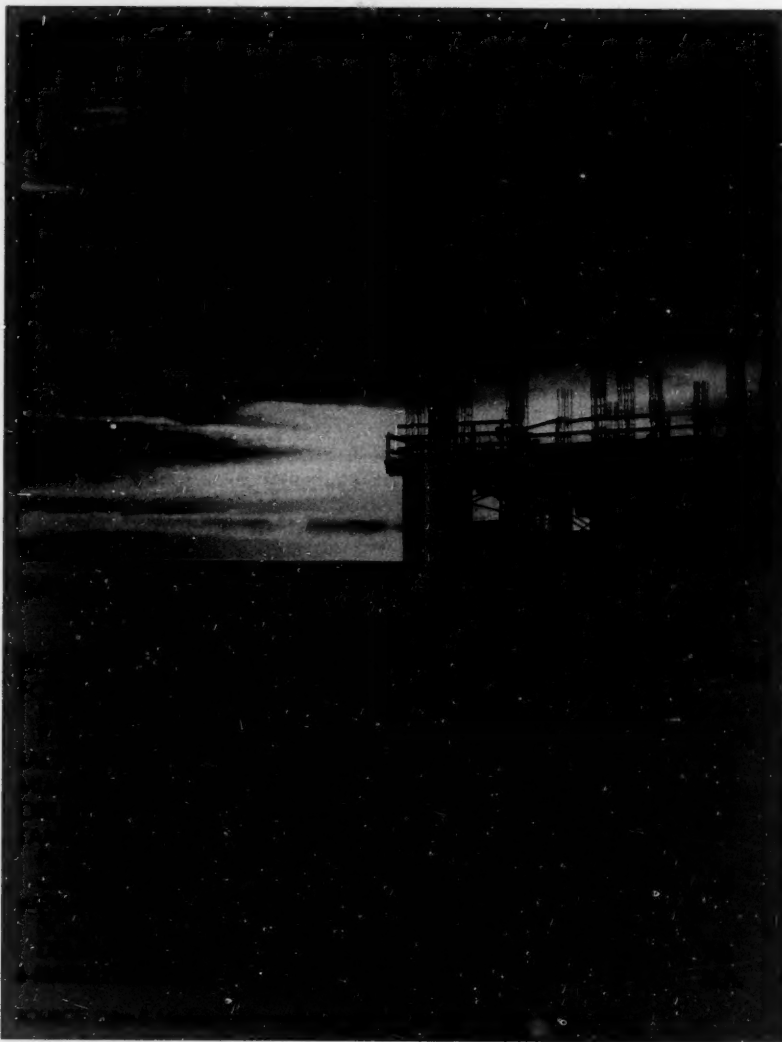
come picture, however, Dr. Perry points out that Jacksonville is not a particularly big retail market. "We don't have a complex of upper-end specialty stores like Saks, primarily because of our small base of affluent consumers," he says. "On the other hand, Duval County [where the city of Jacksonville is located] is very stable, and our unemployment is usually lower than the rest of Florida."

MIAMI-HIALEAH

At first glance, the popular notion of Miami as the nation's most international city certainly seems accurate, although according to Charles Jainarain, director of research for the Beacon Council, an economic development organization in Dade County, the image of this metro area as one dominated by Cuban-Americans and hoards of tourists really doesn't tell the whole story.

"The traditional view is that the Hispanics in Miami are all Cuban," says Jainarain, "but in the last year the highest percentage of new school enrollees has been Nicaraguan. We're seeing more and more people coming to Miami from all over Central and South America."

Jainarain, himself an immigrant from South America, points out that Miami and Hialeah are the main focal points for many affluent Latin Americans, both in terms of immigration and as a place to obtain luxury goods and essentials that are either unavailable or too expensive in their native countries. "Miami is the place where they buy in bulk," he says. "When you look at the statistics, Miami typically ranks between thirtieth and fortieth in most cat-



Jacksonville

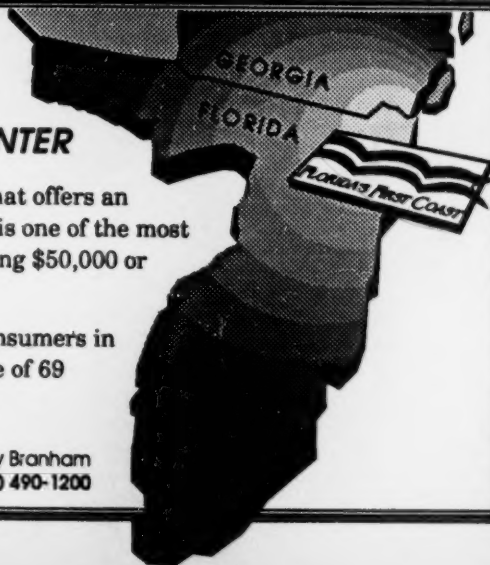
FLORIDA'S NEW UPSCALE GROWTH CENTER

Jacksonville is the heart of Florida's First Coast, an area that offers an excellent combination of solid growth and buying power. It is one of the most affluent in the state with 17 percent of the households having \$50,000 or more in buying income, up from three percent in 1980.

The Florida Times-Union reaches more of these affluent consumers in Florida's First Coast than any other medium, with coverage of 69 percent on weekdays and 82 percent on Sunday.

The Florida Times-Union

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KEY MARKET STUDY

Chamber of Commerce:
305-350-7770/305-887-1515
Convention & Visitors Bureau:
305-573-4300

Population: 1,850,400
Households: 710,300
Black: 381,300
Hispanic: 603,900
Median Age: 37.4
Total EBI: \$22,841,426,000
Median Hhld. EBI: \$23,194
Retail Sales: \$16,170,088,000
Buying Power Index: 8181

egories, but we're ranked fifteenth in retail sales, and I think that really says something about people's buying habits here."

Nonetheless, the popular conception of Miami is still germane to the overall market, although the high-powered and well-armed drug lords of *Miami Vice* fame are not a demographic group the chamber of commerce particularly likes to talk about. Of course, the other popular image of Miami as a "southern version of New York City," filled with snowbirds, vacationers, and retirees, is just as valid.

Jainarain points out that approximately one in five Dade County residents is originally from New York,

many having been attracted to the area by the low cost of housing—about \$86,000 for an average home. But the real story these days is that Miami is beginning to become something of a corporate headquarters mecca for Latin American-based business and, conversely, for U.S. businesses focusing on Latin America.

The main attraction, naturally, is easy access to the Southern Hemisphere, which in turn is creating more middle-level jobs for Miami's working class. Jainarain cites the fact that 10% of all Dade County jobs are manufacturing-based, while 50% are in trade and services. "Miami is a base for services that target all of Latin America," he says.

The flip side is that Miami is also somewhat economically divided. Overall, the Cuban, retiree, and native American population tends to be more affluent, but the influx of refugees fleeing political and economic oppression typically take jobs at lower-than-average wages. This effectively lowers Miami's statistical buying power, contributing to the second lowest median household EBI of any major Florida metro at \$23,194. Of course, this doesn't take into account the buying power of visitors from Latin America,

who come to Miami armed with plenty of disposable *dinero*, as well as the thousands of affluent vacationers who don't mind forking over their considerable tourist cash.

A potential boost to the local economy could come when the city hosts the 1994 World Cup Soccer Match, with the prospect of well-off soccer fans coming from all over the world helping to further boost the city's reputation as a burgeoning sports center.

"We already see it happening," says Jainarain. "We have a lot of sporting events here like the Super Bowl, the Grand Prix, the Doral Open Tournament [golf], and the Univ. of Miami teams. I'd have to say that the sports aspect here is one that's often overlooked."

ORLANDO

Those who feel that Orlando has sold its soul to the "Mouse" are, in a sense, correct. With more than 175,000 people employed in the tourism industry—35,000 with Disney alone—tourism is by far the most important part of the Orlando economy. "The Mouse is unquestionably a major factor here," says Ron Thibodeaux, senior vice president of the Orlando Economic Development Council. "We're well aware that twenty million people don't come to Orlando just to see us at the EDC. On the other hand, manufacturing is our second-largest employer, and we're trying to make our economy less dependent on tourism."

Already, Orlando is home to a number of hi-tech manufacturing companies, and the area has also become a major distribution point for the entire Florida market, thanks to its centralized location and excellent airport.

But even here the Mouse is largely responsible for Orlando's success, since the demands of the tourist industry have helped increase the frequency and variety of flights to and from the area and, along with them, Orlando's ability to attract new business. "A good airport is a critical factor in attracting outside

Having the parts for a meeting doesn't mean they'll be put together right.

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Chamber of Commerce:
407-425-1234
Convention & Visitors Bureau:
407-345-8882

Population: 989,700
Households: 379,100
Black: 130,300
Hispanic: 40,700
Median Age: 33.3
Total EBI: \$12,437,865,000
Median Hhld. EBI: \$24,947
Retail Sales: \$8,130,784,000
Buying Power Index: 4316

KEY MARKET STUDY

business," says Thibodeaux, "and we feel ours is one of the best in the country. Another major factor is the Univ. of Central Florida, which has an excellent technical school. It contributes a lot of engineers to companies like Martin Marietta, which employs fifteen thousand people here."

The combination of the tourist industry and manufacturing, distribution, and service-related companies makes the Orlando area one of the most dynamic and diverse markets in Florida. To be sure, it has its share of retirees, but Thibodeaux calls Orlando a "white-collar community" filled with professionals, many of them concerned with key elements of the local infrastructure—schools, highways, and the long-term economic stability of the region. Also, because there are so many younger people just getting started in their careers, the median household EBI is a relatively healthy \$24,947, ranking Orlando in the middle of the six major Florida markets profiled here. On the spending side, the influx of 20 million tourists a year makes Orlando a strong retail market, with annual sales of \$8.13 billion against a population of only 989,700.

The problem with all this retail ac-

tivity is that many of these sales are devoted to tourist gift items and sundry bargains obtained at outlet stores along Independence Blvd., the city's main marketing thoroughfare. On the other hand, Orlando is a very strong restaurant market, ranking first in the state and 21st nationally, with eating and drinking place (bar and restaurant) sales of \$2,308.44 per household.

TAMPA-ST. PETERSBURG-CLEARWATER

The secret to marketing in the Tampa Bay area is simply a matter of following the age-old formula: "Will it play in Peoria?"

This thriving metro area, which includes Tampa, St. Petersburg, and Clearwater, is as close to the all-American city of Peoria as you'll find in Florida, mainly because so many of its more than 2 million residents come from places like Illinois, Indiana, Michigan, Ohio, and Pennsylvania.

According to Larry Grossman, research director for the Committee of 100, a local economic development organization, the Tampa Bay area is the most diverse market in Florida, in spite of the fact that the region's average age of 40.7 makes it the oldest of the nation's 20 largest metro areas.

"There are a lot of retired people in the counties around Hillsboro [Tampa's home county]," says Grossman, "but Tampa itself is a thriving market with a number of large companies in communications, data processing, food processing, and publishing."

This means that Tampa is less dependent on tourism as a source of revenue, due in large part to the presence of major employers like IBM, USAA Insurance, Time/Life Customer Service, and other financial and service-related firms. In addition to this broad industrial base, Grossman (naturally) cites the mild Florida climate as well as the large number of eager and educated employ-

Chamber of Commerce:
813-228-7777/813-821-4715/
813-461-0011
Convention & Visitors Bureau:
800-826-8358/813-213-1111

Population: 2,033,100
Households: 864,300
Black: 200,000
Hispanic: 116,400
Median Age: 40.7
Total EBI: \$25,596,483,000
Median Household EBI: \$22,084
Retail Sales: \$14,783,567,000
Buying Power Index: 8523

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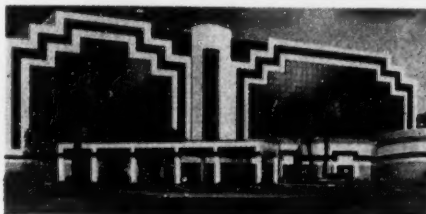
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ees—either young people, retirees working part-time, or any of the 136 people who, on average, relocate to the Tampa Bay area each and every day of the year.

The distinct middle-American flavor of this market means that determining the values of the average T-SP-C resident is somewhat easier than in other Florida metros, with the only drawback being the area's lower-than-average median household EBI (\$22,084), the lowest among the six markets profiled here.

On the other hand, Grossman says that this figure, although correct, can be somewhat misleading: "Hillsboro County itself has a household [EBI] figure of \$23,588, and the main reason the overall income is so low is that there are a lot of people living on fixed incomes in the surrounding counties. In one sense, that has a stabilizing effect, since they tend to receive the same amount of money every month at the same time of the month."

WEST PALM BEACH-BOCA RATON- DEL RAY BEACH

Dennis Grady, executive director of the Chamber of Commerce of the Palm Beaches, is quick to point out that

Palm Beach County is one of the 10 fastest growing counties in the United States. And while this northernmost portion of the Florida Gold Coast is booming, Grady says that its growth pretty much reflects what can be found in other parts of the state.

"It's really location, location, location," he says. "We're in a part of the state that has an excellent climate, and we also have one of the three largest airports in southeast Florida."

As in other parts of the Sunshine State, the key element in WPB-BR-DB's economy is tourism—particularly golf. With no fewer than 100 eighteen-hole golf courses in Palm Beach County

alone, affluent duffers have tended to flock to this area to pursue their game rather than opt for the more broad-based tourist attractions of nearby Broward and Dade counties.

In fact, Grady says that golf has actually played a role in attracting new business to the region: "[Golf] has a positive influence on new business relocations, since a lot of senior executives either vacation here or have a winter home in the area. Consequently, because they enjoy it so much, they decide to relocate their businesses here. They recognize that we're a global economy, and you don't have to be in New York or Chicago anymore to do business. You can be in Palm Beach and still have access to a good airport and telecommunications."

Sound a bit like *Lifestyles of the Rich and Famous*? Well, if any of the six major Florida metro markets falls into that slot, Palm Beach County is it. With super-luxury properties like the Boca Raton Hotel & Club and The Breakers, the typical tourist who frequents this area is the East Coast equivalent of those westerners who populate Palm Springs, Cal.

This kind of conspicuous affluence is reflected in the metro area's median

Chamber of Commerce	
407-471-1322/407-395-4433	
407-278-0424	
Conventions & Visitors Bureau	
407-471-3995	
Population: 835,800	
Nonresidents: 361,100	
Black: 118,800	
Hispanics: 47,500	
Median Age: 41.9	
Total EBI: \$13,674,989,000	
Median HH EBI: \$27,755	
Small Sales: \$7,380,468,000	
Buying Power Index: 4259	

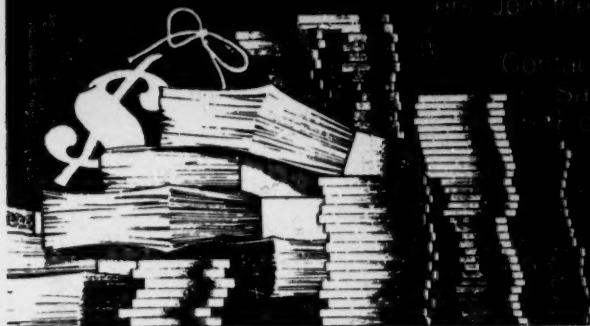
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Tampa Tribune SUPER BOWL XXV January, 1991

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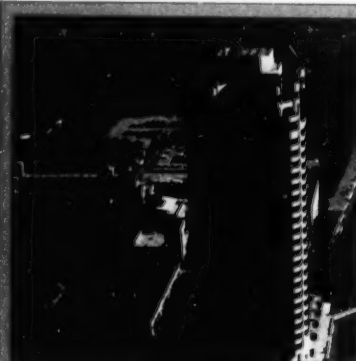
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KEY MARKET STUDY



AWARD-WINNING HOTELS AND RESTAURANTS

Since 1985, *Sales & Marketing Management* has handed out a total of 21 Business Executives' Dining Awards to the 5 Florida restaurants listed below. These awards are based on the votes of our readers, who selected these dining spots as their favorite places for entertaining clients and customers in the Sunshine State.

In addition, S&MM's sister publication, *Successful Meetings*, offers its annual Pinnacle Award to outstanding hotels and meeting facilities, with a total of 24 Florida hotels receiving this prestigious designation since 1985.

RESTAURANTS

Born's Steak House: Tampa
Boca Raton Hotel & Club: Boca Raton
Columbia: Tampa
Joe's Stone Crab: Miami Beach
The Rusty Pelican: Key Biscayne

HOTELS

Amelia Island Plantation: Amelia Island
Boca Raton Hotel & Club: Boca Raton
The Breakers: Palm Beach
Buena Vista Palace: Lake Buena Vista
Diplomat Resort: Hollywood
Don Caesar Registry Resort: St. Petersburg
Doral Hotel & Country Club: Miami
Fountainside Hilton: Miami Beach
Hyatt Regency Grand Cypress: Orlando
Junglebrook Resort: Tarpon Springs
Longboat Key Club: Sarasota
Marriott Grand Hotel: Point Clear
Marriott Harbor Beach Resort: Fort Lauderdale
Marriott Marco Island Resort: Marco Island
Marriott Orlando World Center: Orlando
Peabody Orlando: Orlando
Registry Resort: Naples
Ritz-Carlton: Naples
Saddlebrook Golf & Tennis Resort: Wesley Chapel
Shoreline Biscayne Hotel & Spa: Fort Lauderdale
South Seas Plantation: Captiva Island
Stouffer Orlando Resort: Orlando
Walt Disney World Resort: Lake Buena Vista
Wyndham at Sea World: Orlando

household EBI, which at \$27,755 is the highest of any Florida market. And with the average house going for \$120,000 (also the highest in the state), this makes Palm Beach County exceedingly attractive to wealthy northerners, since these figures are still relatively inexpensive when compared to those in New York and California.

On the other hand, Palm Beach County does have its share of "corporate" residents who are neither close to retirement nor living the lifestyle of the rich and famous. IBM, Pratt & Whitney, and Motorola all have major facilities in the area, and their presence is beginning to offset the rather high median age of 41.9 years.

Grady is optimistic that these newer residents will contribute to an environment that will help to attract more such business to the area. "Our growth has been a lot more controlled than what we've seen in Dade and Broward counties," he says. "We haven't grown as fast, and now we feel we're in a position to take advantage of that." □

Pat Seelig is a Dallas-based freelance writer who regularly covers such topics as sales management, marketing, and golf.



FLORIDA GROWTH STATISTICS

	TOTAL POPULATION	TOTAL HOUSEHOLDS	TOTAL EBI (\$000)	AVERAGE HSHLD. EBI	TOTAL RETAIL SALES (\$000)
1970:	6,964,400	2,351,900	\$21,528,151	\$ 9,154	\$ 13,314,543
1980:	10,026,000	3,877,600	\$ 74,347,623	\$19,174	\$ 47,387,758
1988:	12,506,500	5,059,300	\$156,648,998	\$30,963	\$ 94,994,314
1993:	14,020,200	5,799,500	\$252,734,523	\$43,579	\$152,893,194

SOURCE: Sales & Marketing Management; 1989 Survey of Buying Power, Parts I & II.

THE TARGET YOU MUST MARKET

Not only is Palm Beach County, Florida, the nation's fastest-growing metro area, its 900,000 residents have the nation's tenth-highest per capita annual incomes.

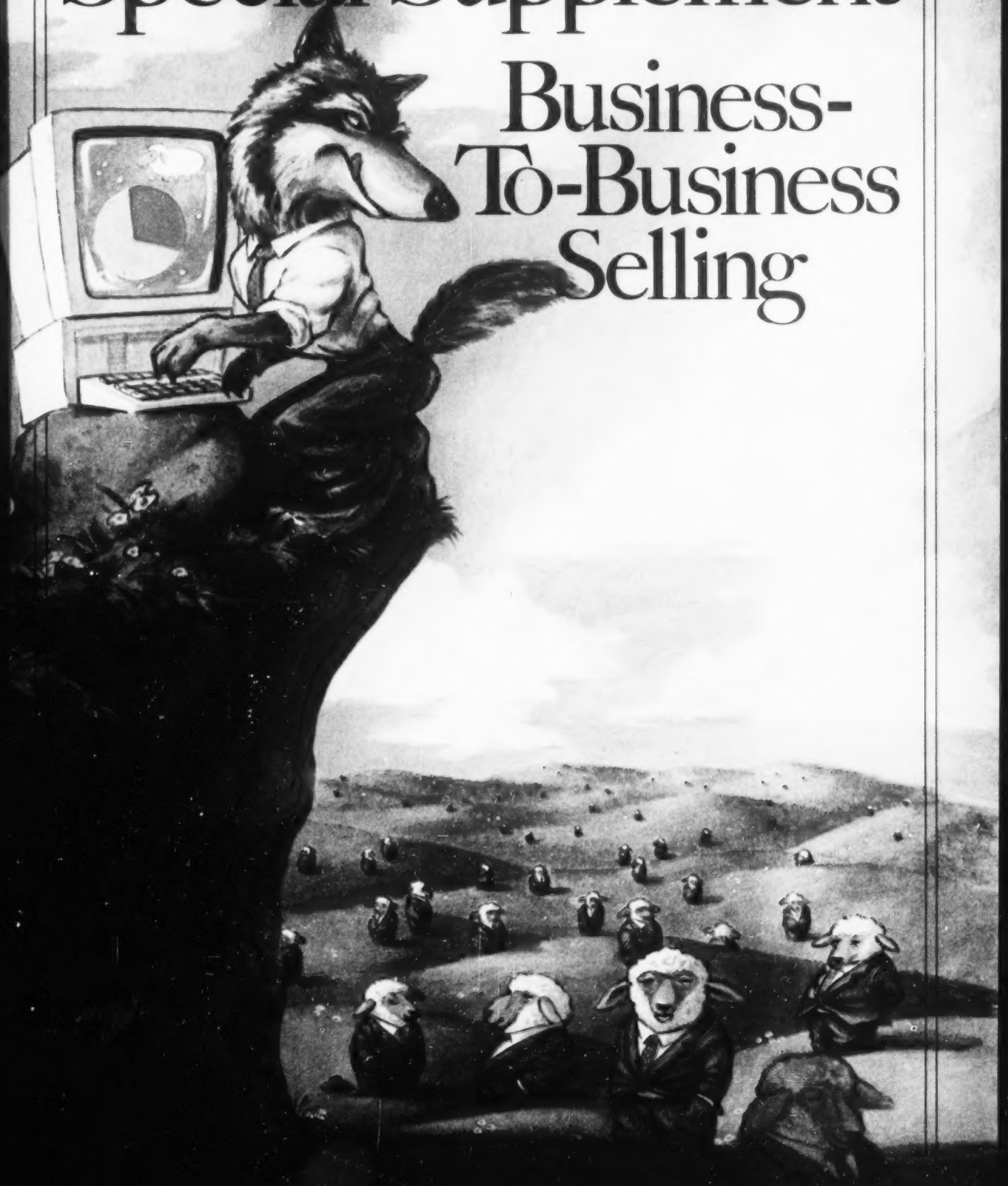
For information in detail on this affluent market, call The Palm Beach Post's research department at (800) 926-7678.



Sources: U.S. Department of Commerce.

Special Supplement

Business- To-Business Selling



Using Data to Increase Marketing Effectiveness

With consumer demographics grabbing all the headlines, where's a business-to-business marketer to go for data these days?

BY GERALD REISBERG

In spite of the many complexities involved with business-to-business selling, success rests primarily in the proper management of three basic elements: products, markets, and competition.

In a nutshell, once a company has developed a product to serve a qualified marketing need, it must then stave off the inevitable competitive forays that can hinder penetration, growth, and an expanding market share. And because a healthy and growing market share is largely dependent on market penetration, the creation of a broad and loyal base of customers becomes the essential first step on the road to marketing success.

According to recent figures, a face-to-face industrial sales call can cost as much as \$300 these days, and with telemarketing and direct mail costs on the rise due to the expense of personnel, systems, postage, printing, research, mailing lists, and other factors, this makes it increasingly difficult—not to mention expensive—to establish and maintain a solid customer base. Because of this, it is fundamental that you be able to select market segments and sales prospects that will not only benefit substantially from your company's products and services but will

also hold sufficient revenue potential to justify the time and effort you invest in them.

For business-to-business marketers, the challenge to define market segments and get a handle on market potential hinges largely on the availability of reliable business data. Efforts to compile lists of active business locations have revealed that there are approximately 10 million such "establishments" in the U.S. at any one point in time, although it is commonly held that there are an additional 2 million currently operating



businesses that are not identified on the lists due to the ever-changing dynamics of the marketplace.

In spite of this, business lists have done a superior job of capturing more than 98% of the buying power of the nation's myriad manufacturing and non-manufacturing industries, and this valuable storehouse of information can be used to help business marketers prioritize and segment their targeted markets based on solid and verifiable research.

PIECES OF THE PIE

In order to stay competitive, today's business-to-business marketers understand that they must make a special effort to segment markets and allocate the proper resources against those key markets. When done with care and precision, this kind of segmentation

should allow a business marketer to answer the following questions:

- What are my markets?
- How many buying points are there in my market?
- What is my penetration in terms of the number of available customers?
- What is my market share in relation to the total dollar value of shipments in each segment?

Realistically speaking, even such well-defined markets are still complex entities, and within each of these definitions, there will be a certain num-

SPECIAL SUPPLEMENT
BUSINESS-TO-BUSINESS
SELLING

ber of companies with multiple buying points, different business circumstances and strategies, different purchasing policies, and varying degrees of financial health.

In order to efficiently and optimally penetrate, occupy, and grow market share, common denominators must be established that will help define market segments and form a basis for effective communication and selling strategies. In most cases, these common denominators can be derived by the intelligent application of market data to your existing customer records.

By overlaying business characteristic data (annual shipments, number of employees, headquarters or branch status, age of company, etc.) on your customer records, you can determine which segments produce the highest average orders, the most consistent purchasing patterns, the shortest and longest collection periods, and other important indicators.

In addition, certain business-to-business marketing data specialists have lately developed highly efficient and user friendly desktop systems that can further assist marketing managers in this process of delineation. For example, by combining the existing wealth of customer-oriented data with your own billing statistics, some truly wonderful things begin to emerge from the previously murky customer file. At the touch of a key, your customers appear before you arrayed statistically by SIC code, size, or geography. Touch another key and the same customers are clustered into meaningful revenue segments, providing an instant statistical appraisal of your high and low potential markets.

By using such systems, you can

SUPPLEMENT HIGHLIGHT

Top 10 Manufacturing Industries

SIC	Industry	Total Shipments (Mil.)	Total Employment
3714	Motor vehicle parts & accessories	\$37,857	423,002
2911	Petroleum refining	34,431	79,786
3711	Motor vehicles & passenger car bodies	34,308	288,237
3089	Plastics products n.e.c.	30,671	424,319
3571	Electronic computers	29,023	172,856
3721	Aircraft manufacturing	28,555	285,744
2752	Commercial lithographic printing	26,328	434,913
3312	Blast furnaces & steel mills	23,038	211,802
3674	Semiconductors & related devices	20,869	199,181
3812	Search & navigation equipment	19,917	238,148

easily determine, for example, that your 195 chemical manufacturing customers are only 10% of the 1,950 prospects that exist in your geographical market. Of course, the most difficult part of this process is the compilation of a "clean" customer file for use in overlaying external demographic

These statistics, which between 1974 and 1988 appeared in Sales & Marketing Management's annual *Survey of Industrial & Commercial Buying Power*, have been used consistently by those in the business marketing community, and when the SICBP was discontinued in 1989, ar-

According to recent figures, a face-to-face industrial sales call can cost as much as \$300 these days.

data before beginning your analysis.

The manufacturing and service sector statistics contained in both the "U.S. Totals for 4-digit SIC Industries" (see page 138) and the more detailed state and county data available on request from Dun's Marketing Services (see box, page 134) offer a perfect starting point for analyzing your business-to-business market penetration.

rangements were made with Dun's to produce an identical volume of statistics that would allow S&MM to continue to offer these data to its readers.

PUTTING THE NUMBERS TO WORK

Of the hundreds of business marketers who contacted us last year requesting a copy of these numbers for their planning use, 35% were involved in manufacturing, 12% in publishing, 10% in marketing consulting, 10% in research/libraries, 8% in financial institutions, and 5% in software marketing. This broad cross-section of users illustrates the equally broad range of applications these statistics offer.

Here are just a few of the many examples of how these data have been utilized:

■ A manufacturer of industrial metals used this information to get "a general feel for the size of a particular market" where it was suspected that penetration was limited. The data helped them determine potential within certain target markets on a state-by-state basis.

■ A market analyst for an electrical

SUPPLEMENT HIGHLIGHT

Top 10 Non-Manufacturing & Service Industries

SIC	Industry	Total Receipts (Mil.)	Total Employment
8062	General medical & surgical hospitals	\$189,309	3,966,254
8211	Elementary & secondary schools	176,712	5,652,778
4911	Electric services	129,500	468,895
8221	Colleges & universities	99,404	1,898,473
8011	Offices & clinics of medical doctors	79,101	1,111,377
6531	Real estate agents & managers	69,421	598,655
4813	Nonradio telephone communications	51,779	486,821
8111	Legal services	50,739	828,594
7011	Hotels & motels	49,892	1,415,624
6411	Insurance agents, brokers & services	49,097	635,592

At the touch of a key, your customers appear before you arrayed statistically by SIC code, size, or geography.

machinery company found the data very useful in the preparation of in-house reports on trends in their industry. This information was then used for strategic planning purposes.

■ A major midwestern office products manufacturer used these statistics to assign sales potential to targeted markets and to forecast demand for their manufacturing planning.

■ A midwestern state's economic development director, charged with attracting hi-tech companies to the state, used the statistics to persuade state legislators of the importance of creating incentives to attract new business.

■ The advertising manager of a business publication used these statistics to substantiate its coverage of certain industries, including the number of companies in those industries, the number of employees, and the dollar

value of shipments/receipts.

■ A consulting company found the data indispensable in setting up sales territories and quotas for an industrial client.

With these examples as a basic guideline, we hope you'll find these statistics to be equally useful for your own business-to-business marketing purposes—whatever they might be. And when you're ready to take that all-important next step to investigate the other methods available for analyzing your customers, as well as your market position, penetration, and prospecting potential, keep in mind *Sales & Marketing Management* and Dun's Marketing Services. □

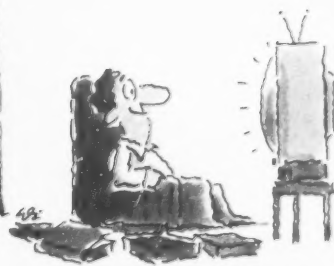
Gerald Reisberg is vice president of advertising and communications at Dun's Marketing Services, Parsippany, N.J.



State and County Data

If you would like to receive additional county-level data on establishment counts, shipments/receipts, % of total U.S. shipments/receipts, and the % of shipments/receipts in large establishments, write us at *Sales & Marketing Management*, 633 Third Ave., New York, N.Y. 10017, or call 212-984-2434.

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Who Your Potential Customers Are: A Marketing Application

Some practical advice on how to use industrial statistics to analyze your business-to-business prospects.



BY SAMUEL GILBERT

Readers have their choice of several different marketing applications with the data provided in this Special Supplement. Those who demand a thorough understanding of the current business environment will find these statistics to be an informative analytical tool, since the reports enable you to identify, for example, how well your company has penetrated its key markets, as well as how to analyze their size and relative productivity.

Undoubtedly, a pressing concern of business-to-business marketers is identifying new market segments or industry groups that can be targeted as prospects. In order to get a rough idea of who these prospects are, you'll need to consider both geo-

graphic and industry-specific information. Of primary importance is the size of a market segment in a given geographic area, such as a metro, county, or state. Whichever geographic indicator you choose, remember that the prospect group should be large enough to justify the cost of a marketing campaign.

Another key consideration is an industry's strength in the local economy. One way to measure this is to look at the share of local output generated by the targeted prospects relative to the entire industry's share at the national level. When combined, these two elements should allow you to identify an industry group that is both large (in absolute terms) and a major player within the targeted area. Taken together, these measures

can provide you with the basis for a more cost-effective marketing effort.

The data needed to conduct an analysis of this sort are already contained in the U.S. Totals for 4-Digit Industries in this Special Supplement and in the State and County Summaries available by request from Dun's Marketing Services (see box, page 134). As a general illustration of this methodology, let's consider the market potential of all 4-digit manufacturing industries (SIC 2000-3999) in each of the 48 contiguous states.

The first thing we need to look at is market size. In this case, we'll use the total output of the manufacturing sector, measured by the dollar volume of shipments/receipts. Naturally, the results here are not all that surprising: California, New York, and

Ohio post the largest dollar value of manufacturing shipments, with Nevada, Montana, and South Dakota at the bottom of the 48-state list.

Next, you'll need to calculate the share of local economic output accounted for by manufacturing. This can be done by constructing the following ratio, commonly referred to as a Location Quotient (LQ):

$$\frac{\text{Total manufacturing shipments \$ (State)}}{\text{Total all shipments/receipts \$ (State)}} = X$$

$$\frac{\text{Total manufacturing shipments \$ (U.S.)}}{\text{Total all shipments/receipts \$ (U.S.)}} = Y$$

$$\frac{X}{Y} = \text{Location Quotient}$$

Roughly speaking, an LQ figure greater than 1.0 means that manufacturing industries account for a larger-than-average share of state output. North Carolina, with a 1.32 ratio, is a good example of this. Other state leaders include Michigan, Illinois, and Georgia. States claiming a smaller-than-average share of manufacturing are Vermont, New Mexico, and Wyoming.

Now that we've obtained both measures, the next question is how they can be used to identify prospects. One way is to rank all 48 states in order of their total manufacturing output. With this information in hand, you can prioritize your markets according to their potential. Generally, those states that rank in the upper third of this list might be considered top prospects, since their LQs are in excess of 1.0. Manufacturing establishments in states that comprise the bottom third of this list—those with a lower-than-average share of manufacturing output—might be labeled poor prospects, while the remaining states would be designated as medium prospects.

The U.S. map (left) enables you to tell at a glance which states fall into each of these three categories. In sum, this analysis offers a good starting point for identifying those market areas that may have a greater demand for your product. These kinds of applications will enable you to choose strategies that will lead to a more efficient method for capturing these prospects and turning them into solid customers. □

Samuel Gilbert is a research associate with Dun's Marketing Services.

SUPPLEMENT HIGHLIGHT

Top 15 Counties in Manufacturing Activity

County/State	Total Shipments (\$ Mil.)
Los Angeles, CA	\$71,055.1
Cook, IL	\$45,098.2
Santa Clara, CA	\$26,398.4
Orange, CA	\$23,713.2
Dallas, TX	\$19,003.9
New York, NY	\$18,683.9
Harris, TX	\$18,613.8
Middlesex, MA	\$17,521.1
Wayne, MI	\$17,300.9
Cuyahoga, OH	\$16,352.2
San Diego, CA	\$15,538.1
Hennepin, MN	\$14,244.0
Maricopa, AZ	\$12,216.1
King, WA	\$11,971.1
New Castle, DE	\$11,163.4

SUPPLEMENT HIGHLIGHT

Top 15 Counties in Non-Manufacturing & Service Activity

County/State	Total Receipts (\$ Mil.)
Los Angeles, CA	\$92,595.8
New York, NY	\$76,280.9
Cook, IL	\$68,557.2
Harris, TX	\$37,590.5
Dallas, TX	\$31,766.5
Orange, CA	\$23,184.3
San Francisco, CA	\$22,139.2
Maricopa, AZ	\$21,410.2
Dade, FL	\$21,257.4
King, WA	\$21,248.5
Philadelphia, PA	\$20,920.4
Suffolk, MA	\$20,253.0
San Diego, CA	\$19,315.1
Washington, DC	\$18,809.3
Cuyahoga, OH	\$18,575.5

Data Supplement: U.S. Totals for 4-Digit SIC Industries

A statistical overview of the nation's economic output, showing establishment, employment, and shipment/receipt totals for more than 700 individual industries.

A. The 2-digit and 4-digit Standard Industrial Classification (SIC) codes listed here conform to the January 1987 revisions to the SIC system. Briefly, this system was developed by the federal government to facilitate the collection and dissemination of data pertaining to all business and industrial activity in the U.S. The 2-digit level of detail, commonly referred to as **Major Groups**, describes general manufacturing (Major Groups 20 through 39) and non-manufacturing categories (Major Groups 40-49; 60-67; 70-79; and 80-89). For each Major Group, a number of 4-digit SIC codes, called **Specific Industries**, are listed, along with their industry definitions. These describe the various types of industrial activity that make up the larger Major Group designation.

B. The **Total Establishments** figure shows the number of all business establishments primarily engaged in this particular 4-digit industry.

C. **Large Establishments** are defined as those with 100 or more employees, and this figure can be used to ascertain the number of "key prospects" in any given industry. This is because larger establishments tend to account for a majority of all activity in a specific 4-digit category, as evidenced by the "% in Large Establishments" figure in column F.

		A	B	C	D	E	F
1989 ESTIMATE							
SIC	Industry	Establishments		Employment	Shipments Receipts (\$Mill.)	% in Large Estab.	
		Total	Large				
MANUFACTURING							
SIC 20 FOOD							
2011	Meat-packing plants	2,288	258	145,756	16,806	5 83	
2013	Sausages & other prepared meats	1,492	173	66,300	8,015	6 65	
2015	Poultry slaughtering & processing	590	277	146,877	18,101	3 95	

D. The **Employment** figure shows total U.S. employment for all establishments in each 4-digit industry.

E. The **Shipments/Receipts** figure, shown here in millions of dollars, records the dollar value of all goods produced (in manufacturing industries) or services rendered (in non-manufacturing and service industries). The term "Shipments" is commonly used in manufacturing, while "Receipts" pertain to non-manufacturing industries.

F. The portion of a 4-digit industry's Shipments/Receipts generated by the number of Large Establishments shown in column C is listed here under the heading of **% in Large Establishments**. This figure immediately tells you what percentage of an industry's total busi-

ness volume is accounted for by establishments employing 100 or more people, allowing you to concentrate your selling efforts more efficiently. ▶

State and County Data

If you would like to receive state- and county-level data on establishments, the dollar value of shipments/receipts, % of total U.S. shipments/receipts, and the % of shipments/receipts in large establishments, write us at **Sales & Marketing Management**, 633 Third Ave., New York, N.Y. 10017, or call 212-504-2434.

SPECIAL SUPPLEMENT

BUSINESS-TO-BUSINESS SELLING

1989 ESTIMATE						1989 ESTIMATE					
SIC	Industry	Establishments Total Large	Employment	Shipments Receipts \$Mil	% In Large Estab	SIC	Industry	Establishments Total Large	Employment	Shipments Receipts \$Mil	% In Large Estab
MANUFACTURING											
SIC 20 FOOD						2321	Men's & boys' shirts	877	241	78,510	3,847.5 83
2011	Meat packing plants	2,288	258	145,756	16,806.5 83	2322	Men's & boys' underwear & nightwear	131	56	26,027	1,169.9 94
2013	Sausages & other prepared meats	1,492	173	66,300	8,015.6 65	2323	Men's & boys' neckwear	256	27	9,671	774.7 55
2015	Poultry slaughtering & processing	590	277	146,877	18,101.3 95	2325	Men's & boys' trousers & slacks	548	266	88,922	2,794.7 93
2021	Creamery butter	91	11	4,201	2,057.0 57	2326	Men's & boys' work clothing	344	132	39,020	2,583.2 86
2022	Natural & processed cheese	722	98	43,106	11,143.0 69	2329	Men's & boys' clothing n.e.c.	1,597	237	83,951	3,883.7 69
2023	Dry, condensed, etc. dairy products	198	25	12,149	3,675.5 64	2331	Women's & misses' blouses & shirts	1,463	154	52,600	2,051.4 52
2024	Ice cream & frozen desserts	721	64	22,994	2,102.8 54	2335	Women's & misses' dresses	2,416	140	69,686	3,653.4 40
2026	Fluid milk	920	247	63,529	12,177.7 76	2337	Women's & misses' suits & coats	907	96	35,479	1,436.8 45
2032	Canned specialties	307	54	31,141	3,137.2 88	2339	Women's & misses' outerwear n.e.c.	3,610	397	143,357	9,557.2 61
2033	Canned fruits & vegetables	949	173	66,032	11,459.3 77	2341	Women's & children's underwear	721	217	67,478	4,413.6 82
2034	Dehydrated fruits, vegetables & soups	202	39	17,933	2,661.8 86	2342	Brassieres, girdles & allied garments	171	56	18,499	1,200.8 84
2035	Pickles, sauces & salad dressings	533	61	22,444	2,469.2 70	2353	Hats, caps & millinery	498	49	17,623	872.3 60
2037	Frozen fruits & vegetables	298	94	36,830	4,910.7 87	2361	Girls' & children's dresses & blouses	705	92	31,137	2,047.3 66
2038	Frozen food specialties n.e.c.	541	105	49,066	3,721.2 83	2369	Girls' & children's outerwear n.e.c.	588	92	30,767	2,304.7 74
2041	Flour & other grain mill products	492	54	20,106	3,628.8 59	2371	Fur goods	483	0	2,258	374.4 0
2043	Cereal breakfast foods	77	31	21,427	2,274.6 96	2381	Fabric dress & work gloves	124	25	7,915	395.6 66
2044	Rice milling	86	19	4,861	1,106.2 67	2384	Robes & dressing gowns	133	28	9,026	361.4 77
2045	Prepared flour mixes & doughs	170	24	8,593	984.0 71	2385	Waterproof outerwear	135	20	7,115	436.1 71
2046	Wet corn milling	83	19	7,422	1,919.3 83	2386	Leather & sheep-lined clothing	318	7	5,062	573.1 34
2047	Dog & cat food	250	46	15,103	2,229.2 77	2387	Apparel belts	401	26	10,543	750.1 40
2048	Prepared feeds n.e.c.	1,945	54	40,352	8,068.0 29	2389	Apparel & accessories n.e.c.	529	34	14,647	798.4 52
2051	Bread, cake & related products	3,103	449	175,942	9,038.0 75	2391	Curtains & draperies	1,915	64	32,030	1,128.5 52
2052	Cookies & crackers	543	93	47,486	3,069.4 84	2392	Housefurnishings	1,441	130	50,858	2,712.5 64
2053	Frozen bakery products, except bread	73	19	6,466	632.9 82	2393	Textile bags	409	27	12,741	654.9 43
2061	Cane sugar, except refining	56	18	5,509	1,341.9 81	2394	Canvas & related products	1,945	23	22,603	1,120.1 31
2062	Cane sugar refining	45	20	10,287	3,348.0 95	2395	Pleating, stitching & tucking	1,042	27	15,525	654.4 30
2063	Beet sugar	67	28	7,695	1,784.1 82	2396	Automotive & apparel trimmings	1,718	57	31,199	1,798.8 46
2064	Candy & other confectionery products	1,187	106	41,785	2,399.2 68	2397	Schiffli-machine embroideries	226	6	3,736	204.4 36
2066	Chocolate & cocoa products	258	27	15,147	1,304.5 78	2399	Fabricated textile products	1,097	74	29,525	1,505.4 56
2067	Chewing gum	27	17	9,458	1,262.4 97						
2068	Salted & roasted nuts & seeds	90	13	4,715	909.1 66	SIC 24 LUMBER & WOOD PRODUCTS					
2074	Cottonseed oil mills	62	15	4,304	779.2 63	2411	Logging	6,764	28	49,999	3,789.5 10
2075	Soybean oil mills	113	20	7,302	438.1 67	2421	General sawmills & planing mills	5,057	361	157,599	11,863.4 51
2076	Vegetable oil mills n.e.c.	44	2	947	302.4 24	2426	Hardware dimensions & flooring mills	1,134	99	38,745	2,286.2 48
2077	Animal & marine fats & oils	132	13	8,178	963.9 30	2429	Special-product sawmills n.e.c.	273	6	3,212	245.0 22
2079	Edible fats & oils n.e.c.	319	45	11,848	4,683.2 79	2431	Millwork	5,229	202	118,090	9,182.3 46
2082	Malt beverages	181	43	37,633	3,785.3 94	2434	Wood kitchen cabinets	6,522	130	76,592	4,080.3 38
2083	Malt	34	4	1,452	429.3 38	2435	Hardwood veneer & plywood	395	99	33,469	2,692.8 74
2084	Wines, brandy, & brandy spirits	82	14	12,612	1,226.8 34	2436	Softwood veneer & plywood	171	69	28,897	3,470.3 90
2085	Distilled & blended liquors	126	29	11,912	3,931.4 81	2439	Structural wood members n.e.c.	1,045	34	24,720	2,139.5 21
2086	Bottled & canned soft drinks	1,738	238	90,221	12,261.3 53	2441	Nailed & lock-corner wood boxes	401	6	6,202	338.7 13
2087	Flavoring extracts & syrups n.e.c.	480	21	17,012	2,820.6 57	2448	Wood pallets & skids	1,932	14	27,556	1,562.6 7
2091	Canned & cured fish & seafoods	318	42	21,723	3,268.0 76	2449	Wood containers n.e.c.	500	25	10,985	591.9 45
2092	Fresh or frozen prepared fish	625	76	29,822	3,976.3 65	2451	Mobile homes	483	186	42,874	4,404.8 81
2095	Roasted coffee	213	38	13,172	2,071.8 73	2452	Prefabricated wood buildings	1,112	71	37,254	4,151.9 62
2096	Potato chips & similar snacks	340	78	28,831	2,321.6 81	2491	Wood preserving	577	18	12,908	2,031.7 21
2097	Manufactured ice	810	0	6,221	370.9 0	2493	Reconstituted wood products	327	73	19,576	1,809.0 75
2098	Macaroni & spaghetti	302	27	9,752	667.5 59	2499	Wood products n.e.c.	3,835	96	57,173	2,632.6 38
2099	Food preparations n.e.c.	2,327	201	84,408	6,993.9 60						
SIC 21 TOBACCO						SIC 25 FURNITURE					
2111	Cigarettes	46	21	34,131	703.3 99	2511	Unupholstered wood household furniture	4,113	292	138,058	7,001.5 70
2121	Cigars	55	17	2,664	97.7 66	2512	Upholstered household furniture	1,908	255	103,502	5,430.1 72
2131	Chewing & smoking tobacco & snuff	59	9	3,521	527.8 66	2514	Metal household furniture	555	84	29,326	2,217.2 73
2141	Tobacco stemming & redrying	34	9	3,986	521.1 80	2515	Mattresses & bedsprings	1,100	67	30,137	2,699.0 39
SIC 22 TEXTILE-MILL PRODUCTS						2517	Wood TV & radio cabinets	126	18	6,790	343.1 78
2211	Cotton-weaving mills	1,277	173	77,329	4,652.0 80	2519	Household furniture n.e.c.	643	29	13,179	817.4 50
2221	Synthetics- & silk-weaving mills	897	150	63,316	4,223.7 84	2521	Wood office furniture	1,380	105	47,018	2,838.6 62
2231	Wool-fabric weaving & finishing mills	277	37	15,137	1,343.8 68	2522	Office furniture, except wood	486	89	46,182	3,892.9 83
2241	Narrow-fabric weaving & braiding mills	566	45	20,371	1,405.9 47	2531	Public building & related furniture	609	83	30,745	1,901.3 70
2251	Women's hosiery, except socks	230	77	35,355	2,163.3 89	2541	Wood partitions & fixtures	2,534	176	44,051	2,794.2 33
2252	Hosiery n.e.c.	503	109	38,049	2,010.2 76	2542	Portions & fixtures	1,144	134	48,406	3,877.7 63
2253	Knit outerwear mills	1,643	222	94,553	8,247.0 72	2591	Drapery hardware & blinds & shades	950	56	27,872	1,923.7 62
2254	Knit underwear mills	110	46	25,047	2,088.8 93	2599	Furniture & fixtures n.e.c.	868	42	23,313	1,598.0 51
2257	Wet knit fabric mills	199	48	13,183	1,753.7 71						
2258	Lace & warp knit fabric mills	243	49	18,461	2,102.6 76	SIC 26 PAPER					
2259	Knitting mills n.e.c.	105	15	7,697	439.8 78	2611	Pulp mills	187	45	15,147	2,526.3 83
2261	Cotton-finishing plants	1,267	98	42,474	2,511.1 71	2621	Paper mills	1,249	282	137,922	19,164.1 82
2262	Synthetics- & silk-finishing plants	597	36	13,696	762.5 50	2631	Paperboard mills	679	153	57,169	7,193.1 70
2269	Textile-finishing n.e.c.	249	37	15,217	1,334.7 73	2652	Setup paperboard boxes	286	51	16,845	1,065.6 57
2273	Carpets & rugs	912	117	56,963	6,779.2 77	2653	Corrugated & solid fiber boxes	1,968	499	121,356	13,123.7 63
2281	Yarn-spinning mills	414	224	77,388	5,784.2 94	2655	Fiber cans, drums & tubes	348	45	19,263	1,411.8 54
2282	Yarn-throwing & winding mills	160	42	18,939	1,528.6 84	2656	Sanitary food containers	113	41	16,745	1,949.3 86
2284	Thread mills	115	32	10,053	918.0 88	2657	Folding paperboard boxes	213	55	14,276	1,337.6 67
2295	Coated fabrics, not rubberized	268	32	15,649	1,779.9 67	2671	Coated & laminated packaging paper	227	48	17,323	2,417.9 73
2296	Tire cord & fabrics	25	17	7,433	412.0 95	2672	Coated & laminated paper n.e.c.	642	83	52,442	5,695.2 81
2297	Nonwoven fabrics	88	22	7,491	886.7 74	2673	Plastics, foil & coated paper bags	531	67	27,386	3,194.5 61
2298	Cordage & twine	293	22	8,142	624.2 45	2674	Uncoated paper & multiwall bags	152	46	13,646	1,577.7 77
2299	Textile goods n.e.c.	530	71	27,280	2,604.0 67	2675	Die-cut paper & board	328	32	12,646	865.5 65
SIC 23 APPAREL						2676	Sanitary paper products	132	47	21,761	3,342.8 90
2311	Men's & boys' suits & coats	615	181	68,778	5,897.5 89	2677	Envelopes	242	81	21,062	1,756.6 76
						2678	Stationery & related products	223	45	17,632	1,349.5 84
						2679	Converted paper products n.e.c.	897	132	40,405	4,014.4 62
SIC 27 PRINTING & PUBLISHING											
2711	Newspapers	10,622	873	476,422	17,205.0 70						

SPECIAL SUPPLEMENT

BUSINESS-TO-BUSINESS SELLING

1989 ESTIMATE							1989 ESTIMATE						
SIC	Industry	Establishments		Employment	Shipments		SIC	Industry	Establishments		Employment	Shipments	
		Total	Large		Receipts \$Mil	% In Large Estab			Total	Large		Receipts \$Mil	% In Large Estab
2721	Periodicals	6,224	163	118,530	11,157.3	43	3231	Products of purchased glass	2,193	122	53,648	2,891.8	61
2731	Book publishing	4,810	202	116,089	9,032.4	66	3241	Hydraulic cement	330	68	20,484	3,796.8	65
2732	Book printing	413	54	21,754	1,530.6	80	3251	Brick & structural clay tile	290	49	15,963	1,085.9	57
2741	Miscellaneous publishing	4,903	106	73,532	5,288.3	36	3253	Ceramic wall & floor tile	233	34	12,867	643.9	82
2752	Commercial lithographic printing	35,585	579	434,913	26,328.3	30	3255	Clay refractories	238	27	10,209	896.4	53
2754	Commercial gravure printing	866	40	21,523	1,530.0	57	3259	Structural clay products n.e.c.	81	7	2,255	173.2	49
2759	Commercial printing n.e.c.	12,457	192	137,369	6,792.6	38	3261	Vitreous plumbing fixtures	100	22	8,847	601.0	82
2761	Manifold business forms	880	121	43,115	4,291.4	62	3262	Vitreous china table & kitchen articles	45	16	7,803	469.1	91
2771	Greeting cards	378	29	22,295	1,548.2	87	3263	Semivitreous tableware & kitchenware	43	5	3,201	165.4	91
2782	Blankbooks & looseleaf binders	630	116	37,046	2,460.7	68	3264	Porcelain electric supplies	117	33	11,123	768.0	82
2789	Bookbinding & related work	1,224	51	30,766	1,242.1	41	3269	Pottery products n.e.c.	1,243	26	14,832	426.5	41
2791	Typesetting	4,315	32	38,219	1,567.7	14	3271	Concrete block & brick	1,035	20	20,407	2,135.3	17
2796	Platemaking & related services	1,183	34	22,197	1,408.6	26	3272	Concrete products, except block & brick	3,970	159	77,561	5,428.9	34
SIC 28 CHEMICALS							3273	Ready-mixed concrete	4,734	84	75,546	964.1	20
2812	Alkalies & chlorine	108	16	7,309	1,585.1	71	3274	Cure	110	16	4,325	450.5	55
2813	Industrial gases	611	12	14,086	1,784.2	35	3275	Gypsum products	188	67	14,976	2,015.9	80
2816	Inorganic pigments	131	8	4,570	760.1	36	3281	Cut stone & stone products	1,662	10	13,383	764.5	15
2819	Industrial inorganic chemicals	1,727	112	74,650	10,679.4	63	3291	Abrasive products	469	29	21,502	1,823.4	59
2821	Plastics materials & synthetic resins	1,455	165	83,791	12,883.0	64	3292	Asbestos products	157	21	7,709	667.4	59
2822	Synthetic rubber	176	31	11,945	1,240.9	71	3295	Ground or treated minerals & earths	432	15	10,169	1,268.0	22
2823	Cellulosic manmade fibers	35	6	3,473	412.4	81	3296	Mineral wool	333	45	23,325	2,156.2	72
2824	Manmade organic fibers	154	40	32,405	4,049.9	92	3297	Nonclay refractories	170	11	6,317	931.7	33
2833	Medicinals & botanicals	464	39	23,721	2,819.7	68	3299	Nonmetallic mineral products n.e.c.	614	9	8,391	448.7	23
2834	Pharmaceutical preparations	1,449	261	147,261	18,884.9	85	SIC 33 PRIMARY METAL						
2835	Diagnostic substances	133	9	4,503	399.1	46	3312	Steel works, blast furnaces & rolling mills	1,941	238	211,802	23,038.3	87
2836	Nondiagnostic biological products	253	15	8,182	618.0	52	3313	Electrometallurgical products	86	16	4,630	968.8	65
2841	Soap & other detergents	635	43	29,117	3,143.5	75	3315	Steel wiredrawing & steel nails & spikes	493	58	23,165	2,700.6	57
2842	Polishes & sanitary products	1,795	35	33,578	3,471.9	30	3316	Cold-rolled steel sheet, strip & bars	297	37	15,563	2,750.2	58
2843	Surface active agents	159	7	3,564	602.6	34	3317	Steel pipe & tubes	305	52	17,368	2,581.2	60
2844	Toilet preparations	1,614	121	61,546	6,755.8	67	3321	Gray & ductile iron foundries	774	202	95,730	6,283.0	85
2851	Paints & allied products	1,810	163	70,877	9,139.1	56	3322	Malleable iron foundries	64	21	8,685	645.9	86
2861	Gum & wood chemicals	128	11	4,860	658.2	57	3324	Steel investment foundries	97	26	12,135	755.1	81
2865	Cyclic crudes & intermediates	288	35	15,762	2,957.0	65	3325	Steel foundries n.e.c.	357	75	35,467	2,790.4	81
2869	Industrial organic chemicals n.e.c.	1,055	126	113,111	18,630.6	84	3331	Primary smelting & refining of copper	24	9	2,393	337.3	85
2873	Nitrogenous fertilizers	468	16	9,376	2,048.7	31	3334	Primary production of aluminum	92	27	15,444	3,261.7	92
2874	Phosphatic fertilizers	201	8	4,167	1,121.1	41	3339	Primary nonferrous metals n.e.c.	240	20	15,543	4,550.9	79
2875	Fertilizers, mixing only	457	3	5,073	1,056.3	11	3341	Secondary nonferrous metals	587	17	13,314	3,280.0	36
2879	Agricultural chemicals n.e.c.	601	46	24,172	3,588.5	69	3351	Copper rolling, drawing & extruding	218	83	27,398	4,421.1	87
2891	Adhesives & sealants	989	33	23,761	3,279.3	29	3353	Aluminum sheet, plate & foil	155	42	22,315	3,958.8	91
2892	Explosives	187	17	8,894	1,012.3	68	3354	Aluminum extruded products	288	103	39,026	4,809.1	89
2893	Printing ink	584	7	10,983	1,484.6	9	3355	Aluminum rolling & drawing n.e.c.	111	28	11,018	1,562.8	82
2895	Carbon black	40	3	1,705	259.6	21	3356	Nonferrous rolling, drawing & extruding	272	44	16,641	2,802.2	74
2899	Chemical preparations n.e.c.	2,097	75	46,036	5,557.6	40	3357	Nonferrous wiredrawing & insulating	475	134	65,228	7,849.9	86
SIC 29 PETROLEUM REFINING & COAL PRODUCTS							3363	Aluminum die-castings	517	57	23,894	1,709.3	46
2911	Petroleum refining	1,355	125	79,786	34,430.7	75	3364	Nonferrous die-castings	349	20	15,708	1,207.5	55
2951	Asphalt paving mixtures & blocks	880	17	13,496	3,381.0	25	3365	Aluminum foundries	663	44	19,862	1,213.9	46
2952	Asphalt felts & coatings	343	55	13,726	2,340.7	66	3366	Copper foundries	447	12	9,332	561.5	33
2992	Lubricating oils & greases	604	28	14,495	2,451.4	32	3369	Nonferrous foundries	423	19	15,713	1,085.4	51
2999	Petroleum & coal products n.e.c.	58	2	1,410	273.1	19	3398	Metal heat treating	706	15	15,108	1,022.0	15
SIC 30 RUBBER & MISCELLANEOUS PLASTICS							3399	Primary metal products n.e.c.	290	34	14,584	1,632.8	57
3011	Tires & inner tubes	263	84	83,155	9,740.4	97	SIC 34 FABRICATED METAL						
3021	Rubber & plastics footwear	96	32	13,072	713.2	93	3411	Metal cans	419	176	51,571	6,627.3	86
3052	Rubber & plastics hose & belting	331	54	26,113	2,647.9	78	3412	Metal shipping barrels, drums & pails	175	30	8,706	956.6	53
3053	Gaskets, packing & sealing devices	623	62	30,941	2,692.2	63	3421	Cutlery	225	34	11,506	725.8	81
3061	Mechanical rubber goods	163	19	8,325	540.3	60	3423	Hand & edge tools	1,049	100	39,884	2,794.1	69
3069	Fabricated rubber products n.e.c.	2,127	209	99,384	9,037.6	57	3425	Saw blades & handsaws	187	24	8,418	580.1	71
3081	Unsupported plastics film & sheets	850	156	48,425	6,498.0	66	3429	Hardware n.e.c.	1,921	199	91,543	7,107.2	72
3082	Unsupported plastics profile shapes	239	23	8,833	636.4	54	3431	Enameled iron & metal sanitary ware	172	17	9,716	794.7	74
3083	Laminated plastics plate & sheet	591	72	26,306	2,023.3	64	3432	Plumbing fixture fittings & trim	301	43	15,271	1,568.4	65
3084	Plastics pipe	309	32	14,510	2,331.9	39	3433	Heating equipment, except electric	821	40	21,956	2,052.3	54
3085	Plastics bottles	262	76	21,067	2,365.7	72	3441	Fabricated structural metal	4,031	119	90,520	8,289.6	25
3086	Plastics foam products	1,082	111	45,959	4,717.0	58	3442	Metal doors, sash & trim	2,506	178	81,602	6,199.0	50
3087	Custom compounding of resins	94	5	2,932	328.8	39	3443	Fabricated plate work (boiler shops)	2,387	186	96,649	8,444.7	54
3088	Plastics plumbing fixtures	343	37	12,634	1,063.2	54	3444	Sheet metal work	4,845	116	100,997	7,479.4	73
3089	Plastics products n.e.c.	9,796	1,206	424,319	30,670.6	61	3446	Architectural & ornamental metal work	3,009	34	32,958	2,037.8	18
SIC 31 LEATHER							3448	Prefabricated metal buildings	963	57	26,007	2,867.1	43
3111	Leather tanning & finishing	510	42	17,334	2,304.8	54	3449	Miscellaneous structural metal work	383	15	8,045	720.3	29
3131	Boot & shoe cut stock & findings	148	14	5,779	335.3	54	3451	Screw machine products	1,746	58	42,230	2,492.8	23
3142	House slippers	49	14	4,184	189.5	85	3452	Bolts, nuts, screws, rivets & washers	882	108	42,930	4,088.3	60
3143	Men's nonathletic footwear	285	108	47,707	2,902.0	95	3462	Iron & steel forgings	623	109	41,236	3,641.0	76
3144	Women's nonathletic footwear	155	51	17,805	1,117.8	86	3463	Nonferrous forgings	129	25	12,712	1,309.9	80
3149	Nonrubber footwear n.e.c.	174	48	15,741	964.6	89	3465	Automotive stampings	615	176	113,634	11,737.5	89
3151	Leather gloves & mittens	76	11	3,398	159.2	56	3466	Crowns & closures	44	15	5,495	563.7	87
3161	Luggage	443	38	14,384	826.2	53	3469	Metal stampings n.e.c.	3,525	264	128,647	9,249.1	50
3171	Women's handbags & purses	427	29	10,788	551.2	58	3471	Plating & polishing	3,756	116	79,791	3,920.5	26
3172	Personal leather goods	432	28	10,859	457.4	58	3479	Metal coating & allied services n.e.c.	2,364	90	55,268	2,980.8	38
3199	Leather goods n.e.c.	810	16	9,142	457.0	27	3482	Small arms ammunition	162	16	12,991	671.6	93
SIC 32 STONE, CLAY, GLASS & CONCRETE							3483	Ammunition, except small arms	107	39	36,216	3,511.0	97
3211	Flat glass	521	37	15,467	1,426.1	58	3484	Small arms	289	26	22,917	1,543.9	87
3221	Glass containers	153	84	30,722	3,262.9	96	3489	Ordnance & accessories n.e.c.	116	29	29,370	2,267.0	96
3229	Pressed & blown glass n.e.c.	816	63	50,874	2,928.3	84	3491	Industrial valves	383	82	29,014	2,946.7	79
							3492	Fluid power valves & hose fittings	217	43	12,023	1,196.3	75
							3493	Steel springs, except wire	305	124	11,404	790.9	51
							3494	Valve & pipe fittings, n.e.c.	853	151	75,850	7,511.0	81

SPECIAL SUPPLEMENT

BUSINESS-TO-BUSINESS SELLING

1989 ESTIMATE							1989 ESTIMATE						
SIC	Industry	Establishments		Employment	Shipments Receipts \$Mil	% In Large Estab	SIC	Industry	Establishments		Employment	Shipments Receipts \$Mil	% In Large Estab
		Total	Large						Total	Large			
3495	Wire springs	317	34	11,872	738.7	57	3674	Semiconductors & related devices	1,694	279	199,181	20,869.2	86
3496	Miscellaneous fabricated wire products	1,556	147	55,324	4,246.8	52	3675	Electric capacitors	156	48	24,581	1,584.2	88
3497	Metal foil & leaf	78	14	4,685	474.1	73	3676	Electronic resistors	77	20	7,256	325.2	77
3498	Fabricated pipe & fittings	742	60	26,886	2,259.0	52	3677	Electronic coils & transformers	472	51	21,589	1,192.9	53
3499	Fabricated metal products n.e.c.	1,758	87	44,826	3,176.3	51	3678	Electronic connectors	210	42	13,888	1,210.7	73
SIC 35 INDUSTRIAL MACHINERY & EQUIPMENT							3679	Electronic components n.e.c.	3,379	417	214,533	15,425.4	72
3511	Turbines & turbine generator sets	248	49	41,403	5,960.3	91	3691	Storage batteries	293	75	25,969	2,521.3	89
3519	Internal combustion engines n.e.c.	473	53	50,750	4,673.5	90	3692	Dry & wet primary batteries	124	29	12,654	2,217.5	90
3523	Farm machinery & equipment	2,520	83	68,956	5,254.4	55	3694	Engine electrical equipment	640	123	65,093	4,106.1	87
3524	Lawn & garden equipment	290	41	18,817	2,137.9	77	3695	Magnetic & optical recording media	247	28	19,485	2,576.5	85
3531	Construction machinery & equipment	1,553	111	65,929	7,022.5	66	3699	Electrical equipment & supplies n.e.c.	1,904	180	102,589	10,046.7	75
3532	Mining machinery & equipment	553	38	16,899	1,587.1	48	SIC 37 TRANSPORTATION EQUIPMENT						
3533	Oil & gas field machinery	1,166	75	35,345	3,493.5	59	3711	Motor vehicles & passenger car bodies	1,045	156	288,237	34,308.3	96
3534	Elevators & moving stairways	255	23	11,363	1,005.6	59	3713	Truck & bus bodies	942	92	46,447	4,132.0	65
3535	Conveyors & conveying equipment	1,013	60	29,109	2,995.0	37	3714	Motor vehicles parts & accessories	4,337	723	423,002	37,857.4	85
3536	Hoists, cranes & monorails	356	27	11,479	1,219.7	54	3715	Truck trailers	726	54	31,409	2,617.9	66
3537	Industrial trucks & tractors	759	58	30,052	2,719.4	58	3716	Motor homes	203	24	8,901	1,507.2	63
3541	Metal-cutting machine tools	1,913	81	50,263	3,573.4	48	3721	Aircraft	371	81	285,744	28,554.7	99
3542	Metal-forming machine tools	873	33	20,193	1,509.7	31	3724	Aircraft engines & engine parts	597	162	195,408	16,905.5	96
3543	Industrial patterns	877	2	7,652	390.4	8	3728	Aircraft parts & equipment n.e.c.	1,615	240	162,055	12,862.5	94
3544	Special dies & tools, jigs & fixtures	8,003	46	105,174	6,159.5	10	3731	Ship building & repairing	714	99	129,459	10,841.2	81
3545	Machine tool accessories	2,730	70	56,639	3,623.9	27	3732	Boat building & repairing	2,776	129	59,742	4,535.1	55
3546	Power-driven handtools	311	39	17,347	1,828.5	77	3743	Railroad equipment	259	54	24,955	2,737.4	81
3547	Rolling mill machinery & equipment	115	7	3,245	349.4	33	3751	Motorcycles, bicycles & parts	466	9	7,892	609.5	92
3548	Electric & gas welding equipment	337	26	16,725	1,571.5	67	3761	Guided missiles & space vehicles	137	49	146,182	15,986.8	99
3549	Metalworking machinery n.e.c.	476	9	10,378	906.2	23	3764	Space-propulsion units & parts	63	25	32,342	2,739.4	98
3552	Textile machinery	785	41	21,141	1,515.2	44	3769	Space-vehicle equipment n.e.c.	54	19	19,367	1,490.9	96
3553	Woodworking machinery	469	25	12,222	954.4	44	3792	Travel trailers & campers	680	57	19,527	1,451.4	90
3554	Paper industries machinery	400	68	25,754	2,538.8	72	3795	Tanks & tank components	43	13	20,223	2,126.9	67
3555	Printing trades machinery & equipment	990	74	35,949	2,968.9	59	3799	Transportation equipment n.e.c.	691	21	12,546	953.9	46
3556	Food products machinery	951	92	32,579	3,163.4	55	SIC 38 INSTRUMENTS						
3559	Special industry machinery n.e.c.	2,165	162	77,556	7,741.5	57	3812	Search & navigation equipment	938	222	238,148	19,917.0	95
3561	Pumps & pumping equipment	840	105	42,291	4,750.4	69	3821	Laboratory apparatus & furniture	494	38	18,536	1,573.0	61
3562	Ball & roller bearings	264	80	35,393	3,579.2	88	3822	Environmental controls	712	73	39,710	3,784.9	73
3563	Air & gas compressors	410	45	17,592	2,049.2	65	3823	Industrial process-control instruments	1,924	124	72,932	7,203.4	58
3564	Industrial & commercial fans & blowers	883	65	26,676	2,716.9	47	3824	Fluid meters & counting devices	316	43	15,553	1,291.8	72
3565	Packaging machinery	626	48	21,031	1,949.6	46	3825	Electricity-measuring instruments	1,506	145	70,214	5,967.8	67
3566	Speed changers, drives & gears	271	338	14,773	1,133.5	62	3826	Laboratory analytical instruments	493	52	28,216	2,856.7	56
3567	Industrial process furnaces & ovens	728	50	22,861	2,432.5	62	3827	Optical instruments & lenses	713	39	22,125	1,810.4	71
3568	Power transmission equipment n.e.c.	295	38	16,164	1,402.5	65	3829	Measuring & controlling devices n.e.c.	1,563	95	44,393	3,722.5	50
3569	General industrial machinery n.e.c.	1,659	110	57,054	5,825.2	53	3841	Surgical & medical instruments	2,046	215	102,332	9,826.2	68
3571	Electronic computers	1,476	195	172,856	29,022.9	87	3842	Surgical appliances & supplies	2,582	165	73,438	5,492.2	59
3572	Computer storage devices	456	58	29,922	5,192.5	73	3843	Dental equipment & supplies	892	22	15,053	903.2	36
3575	Computer terminals	403	38	18,962	2,995.9	69	3844	X-ray apparatus & tubes	200	13	6,217	818.4	55
3577	Computer peripheral equipment n.e.c.	2,165	134	88,522	13,227.0	64	3845	Electromedical equipment	350	44	23,003	2,515.4	75
3578	Calculating & accounting equipment	275	13	12,326	1,314.3	69	3851	Ophthalmic goods	1,381	31	25,485	1,407.8	31
3579	Office machines n.e.c.	435	46	33,397	3,088.2	79	3861	Photographic equipment & supplies	1,298	127	98,657	9,163.2	82
3581	Automatic vending machines	180	22	10,968	1,290.4	84	3873	Watches, clocks, watchcase & parts	416	35	13,750	1,159.6	71
3582	Commercial laundry equipment	144	18	6,485	576.3	88	SIC 39 MISCELLANEOUS MANUFACTURING						
3585	Refrigeration & heating equipment	1,461	288	139,925	15,406.3	85	3911	Jewelry, precious metal	4,090	58	39,884	3,571.2	34
3586	Measuring & dispensing pumps	103	18	7,486	687.2	86	3914	Silverware & plated & stainless ware	505	13	6,606	330.7	39
3589	Service industry machinery n.e.c.	1,780	122	54,534	6,540.5	86	3915	Jewelers materials & lapidary work	785	5	6,736	342.4	18
3592	Carburetors, pistons, rings & valves	232	50	19,467	1,410.8	86	3931	Musical instruments	741	30	13,358	620.7	48
3593	Fluid power cylinders & actuators	173	16	6,584	483.2	55	3942	Dolls & stuffed toys	627	9	7,260	290.4	34
3594	Fluid power pumps & motors	195	34	11,039	1,196.2	77	3944	Games, toys & children's vehicles	1,852	44	29,741	2,019.5	49
3596	Scales & balances, except laundry	201	16	6,315	564.5	58	3949	Sporting & athletic goods n.e.c.	4,028	72	57,091	3,814.8	33
3599	Industrial machinery n.e.c.	29,181	160	271,835	14,822.6	12	3951	Pens & mechanical pencils	159	18	7,765	535.3	66
SIC 36 ELECTRONIC & OTHER ELECTRIC EQUIPMENT							3952	Lead pencils & art goods	325	11	5,733	322.6	38
3612	Nonelectric transformers	627	90	39,751	2,899.1	69	3953	Marking devices	1,120	6	10,528	422.4	7
3613	Switchgear & switchboard apparatus	1,097	96	41,938	3,602.0	61	3955	Carbon paper & inked ribbons	219	13	6,579	636.0	41
3621	Motors & generators	1,003	175	80,768	6,835.8	79	3961	Costume jewelry	1,506	28	20,709	1,143.0	29
3624	Carbon & graphite products	113	20	7,195	665.9	64	3965	Fasteners, buttons, needles & pins	455	27	12,578	934.5	43
3625	Relays & industrial controls	1,596	148	70,936	6,188.0	67	3991	Brooms & brushes	402	28	11,821	848.0	45
3629	Electrical industrial apparatus n.e.c.	356	30	18,864	1,728.8	66	3993	Signs & advertising specialties	8,009	95	75,246	4,519.5	21
3631	Household cooking equipment	136	37	30,766	4,816.9	95	3995	Burial caskets	263	13	7,402	464.6	54
3632	Household refrigerators & freezers	61	21	22,822	3,124.8	97	3996	Hard-surface floor coverings	35	10	7,984	774.4	95
3633	Household laundry equipment	41	13	19,016	1,869.6	98	3999	Manufacturing industries n.e.c.	4,672	125	69,490	3,937.9	42
3634	Electric housewares & fans	402	95	40,267	5,582.2	88	TRANSPORTATION AND PUBLIC UTILITIES						
3635	Household vacuum cleaners	126	13	10,138	1,236.9	82	SIC 40 RAILROADS						
3639	Household appliances n.e.c.	173	19	15,437	1,064.5	85	4011	Line-haul operating railroads	1,673	252	144,709	14,181.2	87
3641	Electric lamp bulbs & tubes	303	60	26,380	2,005.1	85	4013	Railroad switching & terminal services	332	75	40,385	3,957.6	89
3643	Current-carrying wiring devices	650	167	54,221	4,337.0	79	SIC 41 LOCAL & INTERURBAN PASSENGER TRANSIT						
3644	Noncurrent-carrying wiring devices	278	59	21,635	1,788.9	74	4111	Local & suburban transit	1,333	114	66,447	2,259.4	71
3645	Residential electric lighting fixtures	892	92	35,387	2,536.3	65	4119	Local passenger transportation n.e.c.	6,210	56	93,489	3,178.9	11
3646	Commercial electric lighting fixtures	452	49	21,683	2,227.0	64	4121	Taxis	2,542	46	37,691	1,281.6	25
3647	Vehicular lighting equipment	136	26	11,397	865.5	79	4131	Intercity and rural bus transportation	1,103	30	22,717	772.4	38
3648	Lighting equipment n.e.c.	573	52	18,694	1,864.5	62	4141	Local bus charter service	650	10	10,142	344.9	18
3651	Household audio & video equipment	1,031	46	33,573	3,580.3	59	4142	Nonlocal bus charter service	1,171	7	15,565	529.3	7
3652	Prerecorded records & tapes	1,081	23	13,563	1,134.8	38	4151	School buses	2,066	68	49,652	1,688.3	26
3661	Telephone & telegraph equipment	1,160	139	92,609	11,482.4	76	4173	Bus terminal & service facilities	451	16	16,852	573.0	72
3663	Radio & TV communications equipment	1,793	172	141,322	13,876.8	79							
3669	Communications equipment n.e.c.	955	45	39,405	4,085.8	65							
3671	Electron tubes	142	31	29,085	2,249.4	92							
3672	Printed circuit boards	1,802	170	77,491	5,438.9	53							

SPECIAL SUPPLEMENT

BUSINESS-TO-BUSINESS SELLING

1989 ESTIMATE

SIC	Industry	Establishments Total	Large	Employment	Shipments Receipts (\$Mil.)	% In Large Estab.
SIC 42 TRUCKING & WAREHOUSING						
4212	Local trucking without storage	46,247	198	318,728	19,111.9	16
4213	Trucking, except local	38,107	801	558,332	45,695.6	32
4214	Local trucking with storage	6,120	48	76,038	4,148.6	12
4215	Courier services except air	1,300	78	52,429	2,256.0	64
4221	Farm product warehousing & storage	1,894	9	13,553	1,027.9	12
4222	Refrigerated warehousing & storage	1,411	47	31,451	2,073.3	50
4225	General warehousing & storage	13,556	489	279,269	19,486.0	55
4226	Special warehousing & storage n.e.c.	2,804	93	50,193	4,113.1	45
4231	Trucking terminal facilities	2,216	139	72,939	4,862.6	53
SIC 44 WATER TRANSPORTATION						
4412	Deep sea foreign transport of freight	439	39	18,136	3,808.6	69
4424	Deep sea domestic transport of freight	269	27	9,440	1,606.7	68
4432	Freight transport on the Great Lakes	33	1	745	113.3	23
4449	Water freight transportation n.e.c.	453	31	14,788	1,725.3	59
4481	Deep sea non-ferry passenger transport	79	16	12,459	927.8	92
4482	Ferries	96	9	4,619	360.5	74
4489	Water passenger transport n.e.c.	423	16	7,250	436.4	45
4491	Marine cargo handling	967	61	25,031	1,600.2	52
4492	Towing & tugboat services	956	41	19,402	1,448.0	38
4493	Marinas	3,904	6	25,463	2,012.1	11
4499	Water transportation services n.e.c.	1,507	18	16,641	990.8	31
SIC 45 AIR TRANSPORTATION						
4512	Scheduled air transportation	2,258	251	220,344	15,688.1	85
4513	Air courier services	886	54	41,082	2,925.0	57
4522	Nonscheduled air transportation	2,785	53	34,561	2,460.7	37
4581	Airports, flying fields & services	5,474	252	190,264	13,546.4	73
SIC 46 PIPELINES, EXCEPT NATURAL GAS						
4612	Crude petroleum pipelines	405	22	11,751	4,595.1	47
4613	Refined petroleum pipelines	321	11	5,889	2,302.8	40
4619	Pipelines n.e.c.	11	0	97	37.9	0
SIC 47 TRANSPORTATION SERVICES						
4724	Travel agencies	22,187	38	110,069	4,381.4	7
4725	Tour operators	1,744	16	14,142	902.2	23
4729	Passenger transport arrangement n.e.c.	1,046	36	19,670	1,344.1	55
4731	Arrangement of freight transportation	12,305	81	108,569	7,334.1	26
4741	Rental of railroad cars	157	5	2,194	218.4	40
4783	Packing & crating	904	18	11,068	848.5	27
4785	Toll roads etc. & freight inspection	290	15	8,313	474.5	73
4789	Transportation services n.e.c.	644	20	17,910	939.2	60
SIC 48 COMMUNICATIONS						
4812	Radiotelephone communications	1,576	75	45,126	4,799.7	55
4813	Nonradiotelephone communication	5,165	675	486,821	51,779.3	85
4822	Telegraph, electronic mail, etc.	797	26	16,277	1,170.3	66
4832	Radio broadcasting stations	7,137	84	129,355	5,529.1	63
4833	Television broadcasting stations	1,896	314	110,029	4,703.1	13
4841	Cable & other pay television services	5,195	276	119,130	6,701.1	52
4899	Communications services n.e.c.	1,050	58	38,693	4,537.2	75
SIC 49 ELECTRIC, GAS & SANITARY SERVICES						
4911	Electric services	5,266	817	468,895	129,500.4	77
4922	Natural gas transmission	1,003	48	39,711	10,371.1	57
4923	Gas transmission & distribution	732	57	31,534	8,235.6	62
4924	Natural gas distribution	1,437	140	62,949	16,440.1	66
4925	Gas production &/or distribution	550	9	9,562	2,497.3	44
4931	Electric & other services combined	557	97	53,960	11,151.7	78
4932	Gas & other services combined	162	24	9,484	1,960.0	74
4939	Combination utilities n.e.c.	179	19	8,875	1,834.2	70
4941	Water supply	4,279	88	78,940	5,250.9	46
4952	Sewerage systems	810	29	18,765	1,492.5	43
4953	Refuse systems	7,572	166	133,463	10,615.1	29
4959	Sanitary services n.e.c.	1,273	2	7,668	609.9	3
4961	Steam & air-conditioning supply	110	3	2,085	129.3	27
4971	Irrigation systems	556	7	7,293	450.7	19

FINANCE, INSURANCE & REAL ESTATE

SIC 60 DEPOSITORY INSTITUTIONS						
6011	Federal reserve banks	37	34	15,730	999.9	99
6019	Central reserve depositories n.e.c.	23	3	1,039	66.0	74
6021	National commercial banks	22,323	666	704,369	44,772.5	51
6022	State commercial banks	24,082	457	546,511	34,738.4	33
6029	Commercial banks n.e.c.	1,449	35	35,925	2,283.5	41
6035	Federal savings institutions	11,212	291	224,788	14,288.4	34
6036	Nonfederal savings institutions	4,004	79	75,958	4,828.2	24
6061	Federally chartered credit unions	3,383	26	44,795	2,847.3	16
6062	Nonfederally chartered credit unions	3,006	23	45,351	2,882.7	33
6081	Branches & agencies of foreign banks	293	26	10,153	645.4	44
6082	Foreign-trade & -banking institutions	163	12	9,873	627.6	69
6091	Nondeposit trust facilities	82	6	1,905	121.1	44
6099	Functions related to depository banking	2,162	28	21,238	1,350.0	35

1989 ESTIMATE

SIC	Industry	Establishments Total	Large	Employment	Shipments Receipts (\$Mil.)	% In Large Estab.
SIC 61 NONDEPOSITORY CREDIT INSTITUTIONS						
6111	Federal & federally-sponsored credit	1,154	67	37,881	3,246.9	63
6141	Personal credit institutions	10,121	127	117,305	10,054.7	44
6153	Short-term business credit	1,811	94	60,868	5,217.2	67
6159	Misc. business credit institutions	4,068	108	62,490	5,356.3	39
6162	Mortgage bankers & loan corresp.	8,250	231	138,836	11,900.2	39
6163	Loan brokers	4,576	11	31,643	2,712.2	9
SIC 62 SECURITY & COMMODITY BROKERS						
6211	Security brokers & dealers	13,675	331	325,635	26,923.5	49
6221	Commodity contracts brokers & dealers	2,108	29	20,511	1,695.8	25
6231	Security & commodity exchanges	320	16	8,995	743.7	69
6282	Investment advice	7,139	67	81,508	6,739.1	39
6289	Security & commodity services n.e.c.	715	22	11,995	991.7	56
SIC 63 INSURANCE CARRIERS						
6311	Life insurance	8,081	763	543,292	27,229.8	78
6321	Accident & health insurance	1,254	188	125,239	6,277.0	84
6324	Hospital & medical service plans	831	208	144,480	7,241.3	91
6331	Fire, marine & casualty insurance	4,503	848	507,646	25,443.2	86
6351	Surety insurance	888	62	40,401	2,024.9	72
6361	Title insurance	2,392	80	51,693	2,590.9	34
6371	Pension, health & welfare funds	962	61	32,635	1,635.7	65
6399	Insurance carriers n.e.c.	203	26	10,194	510.9	73
SIC 64 INSURANCE AGENTS, BROKERS & SERVICE						
6411	Insurance agents, brokers & service	99,658	640	635,592	49,096.9	26
SIC 65 REAL ESTATE						
6512	Operators of nonresidential buildings	59,261	161	236,027	27,370.2	20
6513	Operators of apartment buildings	45,613	145	199,845	23,174.4	13
6514	Operators of nonapartment dwellings	5,619	4	14,610	1,694.2	9
6515	Operators of mobile home sites	9,206	0	19,706	2,285.1	0
6517	Lessors of railroad property	26	1	409	47.4	78
6519	Lessors of real property n.e.c.	4,796	12	14,907	1,728.6	18
6531	Real estate agents & managers	109,293	273	598,655	69,421.2	9
6541	Title abstract offices	2,721	2	15,704	1,821.1	2
6552	Land subdividers & developers n.e.c.	32,990	165	178,586	20,709.2	18
6553	Cemetery subdividers & developers	3,185	11	21,784	2,526.1	8
SIC 67 HOLDING & OTHER INVESTMENT OFFICES						
6712	Offices of bank holding companies	917	52	34,000	2,776.7	66
6719	Offices of holding companies n.e.c.	6,875	67	45,578	3,722.3	51
6722	Open-end management investment	809	39	25,434	2,077.2	73
6726	Unit investment trusts	493	7	3,507	286.4	28
6732	Educational, religious, etc. trusts	989	15	8,904	772.2	39
6733	Trusts n.e.c.	1,034	17	10,537	860.5	43
6792	Oil royalty traders	1,532	4	4,239	346.2	14
6794	Patent owners & lessors	2,331	28	22,457	1,834.0	27
6798	Real estate investment trusts	3,151	15	18,149	1,482.2	42
6799	Investors n.e.c.	5,785	30	32,051	2,617.6	31

SERVICES

SIC 70 HOTELS & OTHER LODGING PLACES

7011	Hotels & motels	50,784	3,225	1,415,624	49,892.3	63
7021	Rooming & boarding houses	1,015	12	9,414	285.7	32
7032	Sporting & recreational camps	2,479	8	15,424	761.9	8
7033	Recreational vehicle parks & campsites	5,219	3	13,908	586.2	4
7041	Membership basis organization hotels	842	20	13,947	388.0	36

SIC 72 PERSONAL SERVICES

7211	Power laundries, family & commercial	2,935	41	33,487	757.6	18
7212	Garment pressing & cleaners' agents	7,554	2	28,127	776.0	1
7213	Laundry supply	1,598	219	71,965	2,893.6	48
7215	Coin-operated laundries & drycleaning	13,749	10	44,466	1,168.3	5
7216	Drycleaning plants, except rugs	19,941	28	129,492	3,208.4	6
7217	Carpet & upholstery cleaning	10,199	12	44,756	1,328.7	4
7218	Industrial laundries	826	106	33,392	1,345.6	48
7219	Laundry & garment services n.e.c.	4,047	11	16,306	343.6	10
7221	Photographic portrait studios	12,696	34	54,238	1,931.1	22
7231	Beauty shops	105,233	16	401,716	7,016.0	1
7241	Barber shops	19,440	1	42,777	762.0	1
7251	Shoe repair shops & shoeshine parlors	6,396	0	8,320	213.7	0
7261	Funeral service & crematories	18,532	15	89,416	5,101.6	3
7291	Tax return preparation services	5,408	30	29,824	890.0	22
7299	Misc. personal services n.e.c.	11,606	86	80,399	3,051.6	26

SIC 73 BUSINESS SERVICES

7311	Advertising agencies	20,582	132	140,915	18,765.5	27
7312	Outdoor advertising services	1,397	3	9,560	758.3	8
7313	Radio, TV & publishers' representatives	1,348	17	15,602	1,724.0	48
7319	Advertising n.e.c.	1,553	14	17,185	1,288.9	44
7322	Adjustment & collection services	4,700	34	53,241	2,366.2	16
7323	Credit reporting services	1,518	51	29,647	1,632.6	45

SPECIAL SUPPLEMENT

BUSINESS-TO-BUSINESS SELLING

1989 ESTIMATE							1989 ESTIMATE						
SIC	Industry	Establishments		Employment	Shipments Receipts (\$Mil.)	% In Large Estab.	SIC	Industry	Establishments		Employment	Shipments Receipts (\$Mil.)	% In Large Estab.
		Total	Large						Total	Large			
7331	Direct mail advertising services	4,192	137	85,841	4,475.7	53	8059	Nursing & personal care facilities n.e.c.	5,694	1,242	362,350	8,040.9	56
7334	Photocopying & duplicating services	4,905	10	26,680	1,401.6	6	8062	General medical & surgical hospitals	7,021	5,009	3,966,254	189,309.3	98
7335	Commercial photography	8,058	6	22,709	1,269.6	7	8063	Psychiatric hospitals	1,120	623	306,881	13,286.4	95
7336	Commercial art & graphic design	15,828	17	54,930	3,763.0	6	8069	Specialty hospitals, except psychiatric	1,149	337	218,265	10,927.2	91
7338	Secretarial & court reporting services	5,194	5	19,896	725.2	3	8071	Medical laboratories	5,624	160	99,250	6,063.6	46
7342	Disinfecting & pest control services	10,249	11	70,252	2,270.4	4	8072	Dental laboratories	7,385	5	32,860	1,246.0	3
7349	Building maintenance services n.e.c.	27,474	1,275	639,685	13,163.0	61	8082	Home health care services	2,881	376	148,059	3,914.8	66
7352	Medical equipment rental & leasing	2,360	6	16,314	1,290.2	9	8092	Kidney dialysis centers	432	3	9,521	616.8	5
7353	Heavy construction equipment rental	5,351	13	34,281	3,174.1	5	8093	Specialty outpatient clinics n.e.c.	6,132	153	148,661	5,582.8	33
7359	Equipment rental & leasing n.e.c.	26,028	41	136,566	10,280.3	6	8099	Health & allied services n.e.c.	2,603	98	50,466	2,304.2	37
7361	Employment agencies	12,201	332	206,919	12,415.1	54	SIC 81 LEGAL SERVICES						
7363	Help supply services	7,357	573	270,325	13,516.3	73	8111	Legal services	102,199	863	828,594	50,739.0	24
7371	Computer programming services	9,780	98	118,794	10,645.7	26	SIC 82 EDUCATION						
7372	Prepackaged software	7,659	119	103,280	9,355.7	32	8211	Elementary & secondary schools	102,125	10,445	5,652,778	176,711.5	44
7373	Computer integrated systems design	3,771	94	68,589	8,477.5	40	8221	Colleges & universities	3,958	1,827	1,898,473	99,404.0	97
7374	Computer processing & data preparation	7,902	341	204,376	12,097.6	49	8222	Junior colleges & technical institutes	1,520	765	310,543	12,306.8	91
7375	Information retrieval services	425	17	13,261	1,210.7	62	8231	Libraries	14,974	177	140,006	3,559.7	36
7376	Computer facilities management services	478	9	6,421	365.6	37	8243	Data processing schools	794	13	11,617	685.6	24
7377	Computer rental & leasing	1,366	11	13,336	11,667.0	21	8244	Business & secretarial schools	943	34	26,645	1,066.8	25
7378	Computer maintenance & repair	2,970	37	36,508	2,849.9	26	8249	Vocational schools n.e.c.	4,358	217	109,777	5,234.8	45
7379	Computer services n.e.c.	8,641	35	72,791	5,559.8	17	8299	Schools & educational services n.e.c.	9,455	162	108,971	3,680.7	35
7381	Detective and armored car services	7,237	756	271,669	5,576.5	63	SIC 83 SOCIAL SERVICES						
7382	Security systems services	1,493	81	35,165	1,853.8	40	8322	Individual & family social services	26,451	383	338,545	9,763.3	26
7383	News syndicates	522	13	7,615	525.1	42	8331	Job training & related services	3,784	419	156,516	3,912.9	55
7384	Photofinishing laboratories	10,294	82	61,677	3,015.9	27	8351	Child day care services	53,966	86	342,347	4,830.2	5
7389	Business services n.e.c.	81,632	636	593,120	29,656.0	37	8361	Residential care	8,287	703	305,144	7,785.4	57
SIC 75 AUTO REPAIR, SERVICES & PARKING							8399	Social services n.e.c.	7,471	261	144,065	10,578.5	40
7513	Truck rental & leasing	6,860	41	54,847	6,306.7	18	SIC 84 MUSEUMS, BOTANICAL GARDENS & ZOOS						
7514	Passenger car rental	6,571	63	58,231	6,064.6	25	8412	Museums & art galleries	3,874	95	58,274	2,575.8	42
7515	Passenger car leasing	2,807	17	16,478	3,499.9	18	8422	Botanical & zoological gardens	244	25	8,772	375.6	57
7519	Utility trailer rental	1,290	5	6,784	567.3	18	SIC 86 MEMBERSHIP ORGANIZATIONS						
7521	Automobile parking	2,266	56	31,981	1,630.1	34	8611	Business associations	12,823	61	86,923	6,341.9	18
7532	Top & body repair & paint shops	40,846	11	147,408	7,217.1	1	8621	Professional membership organizations	4,169	72	49,166	3,672.9	36
7533	Automotive exhaust system repair shops	3,564	1	11,287	711.6	1	8631	Labor organizations	9,215	176	133,013	2,701.8	51
7534	Tire retreading & repair shops	2,237	3	12,811	912.0	13	8641	Civic, social & fraternal associations	25,291	363	323,832	10,362.6	30
7536	Automotive glass replacement shops	2,752	1	10,003	585.1	2	8651	Political organizations	700	6	5,666	335.4	16
7537	Automotive transmission repair shops	4,661	0	16,416	871.1	0	8661	Religious organizations	88,672	538	689,138	22,727.8	17
7538	General automotive repair shops	72,680	31	225,601	11,678.0	3	8699	Membership organizations n.e.c.	5,432	134	83,067	4,331.5	35
7539	Automotive repair shops n.e.c.	23,369	13	79,170	4,073.4	4	SIC 87 ENGINEERING & MANAGEMENT SERVICES						
7542	Carwashes	8,761	9	59,160	1,955.7	2	8711	Engineering services	37,668	770	587,917	38,573.8	44
7549	Automotive services, except repair	9,135	21	63,180	2,801.6	25	8712	Architectural services	15,109	116	134,345	8,777.7	16
SIC 76 MISCELLANEOUS REPAIR							8713	Surveying services	3,598	3	24,923	895.6	2
7622	Radio & television repair shops	19,068	4	37,056	1,183.1	2	8721	Accounting, auditing & bookkeeping	48,254	517	443,133	17,982.3	42
7623	Refrigeration service & repair	8,648	2	19,049	936.1	1	8731	Commercial physical research	5,944	153	118,785	9,811.3	48
7629	Electrical & electronic repair shops n.e.c.	17,815	46	59,648	2,403.5	23	8732	Commercial nonphysical research	8,278	44	77,057	5,616.7	15
7631	Watch, clock & jewelry repair	2,995	4	7,804	250.1	6	8733	Noncommercial research organizations	3,299	84	79,363	5,741.0	52
7641	Reupholstery & furniture repair	13,601	0	24,902	672.4	0	8734	Testing laboratories	3,728	34	54,755	2,983.5	24
7692	Welding repair	10,468	2	25,495	1,055.0	1	8741	Management services	16,350	418	243,898	25,916.1	59
7694	Armature rewinding shops	2,975	7	15,529	809.0	6	8742	Management consulting services	33,284	139	153,402	11,021.5	26
7699	Repair services n.e.c.	56,487	71	173,894	7,853.4	10	8743	Public relations services	7,521	55	61,174	4,819.6	49
SIC 78 MOTION PICTURES							8744	Facilities support management services	184	26	9,748	785.9	76
7812	Motion picture & video tape production	10,371	112	105,539	12,086.1	41	8748	Business consulting services n.e.c.	17,867	77	85,824	7,135.6	28
7819	Services allied to motion pictures	2,377	41	26,137	2,249.5	35	SIC 89 MISCELLANEOUS SERVICES						
7822	Motion picture & video tape distribution	1,261	11	11,214	1,651.8	14	8999	Services n.e.c.	6,419	45	46,976	2,280.0	44
7829	Motion picture distribution services	213	3	2,081	132.7	30							
7832	Non-drive-in motion picture theaters	2,682	27	34,920	1,040.6	21							
7833	Drive-in motion picture theaters	411	1	2,642	81.1	5							
7841	Video tape rental	12,400	9	57,651	2,038.1	3							
SIC 79 AMUSEMENT & RECREATION													
7911	Dance studios, schools & halls	4,315	5	19,964	409.6	3							
7922	Theatrical producers & services	4,922	97	57,737	4,688.6	34							
7929	Entertainers & entertainment groups	3,016	63	30,546	1,389.1	31							
7933	Bowling centers	6,585	13	85,049	2,991.7	2							
7941	Professional sports clubs & promoters	1,122	48	21,858	2,068.9	45							
7948	Racing, including track operation	1,542	57	33,127	2,366.2	68							
7991	Physical fitness facilities	6,759	47	70,498	1,831.4	12							
7992	Public golf courses	3,512	18	33,342	2,016.2	12							
7993	Coin-operated amusement devices	3,653	37	48,318	2,851.9	64							
7996	Amusement parks	1,141	42	64,755	4,856.6	85							
7997	Membership sports & recreation clubs	12,571	224	1,219,095	7,743.5	16							
7999	Amusement & recreation services n.e.c.	19,455	207	192,383	8,961.8	43							
SIC 80 HEALTH													
8011	Offices & clinics of medical doctors	131,418	755	1,111,377	79,101.1	22							
8021	Offices & clinics of dentists	69,416	15	348,972	15,758.2	1							
8031	Offices of osteopathic physicians	4,078	2	21,287	951.5	4							
8041	Offices & clinics of chiropractors	15,816	1	52,347	2,579.0	0							
8042	Offices & clinics of optometrists	10,335	4	43,306	2,272.6	2							
8043	Offices & clinics of podiatrists	2,491	0	9,661	528.3	0							
8049	Offices of health practitioners n.e.c.	7,770	72	55,403	2,443.4	24							
8051	Skilled nursing care facilities	9,328	3,460	875,685	18,650.3	67							
8052	Intermediate care facilities	1,733	264	103,551	1,910.3	42							

SALES & MARKETING MANAGEMENT

JULY 1990
A BILL PUBLICATION
FOUR DOLLARS

SHELL-SHOCKED ON THE BATTLEFIELD OF SELLING

Recent Recruits Talk About Their Experiences

MEETINGS

Presentations:
How to Do It Wrong

LIFESTYLES

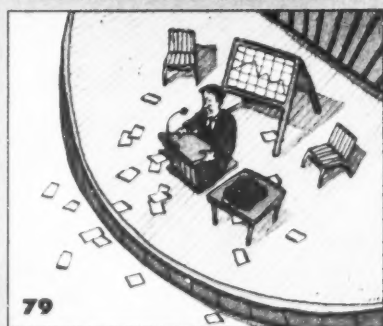
Getting into Golf

COMPUTERS

DEC Gets Its House in Order



SALES & MARKETING MANAGEMENT



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AMP

THE RACE

THE POSSIBLE DREAM



Having successfully avoided the issue for two months now, it seems the time has finally come for me to explain myself.

Why "The Race"? Well, let's just say that it's kind of an all-encompassing term, a word that in one way or another describes what we do, who we are, and what motivates us. There's the race to the finish; the race to be No. 1; the rat race; the race to succeed; the race against the clock; and, of course, the human race itself. We get up in the morning, race to work, race around all day from appointment to appointment, race back to the office for a meeting or two, race home to dinner, and then race off to bed—hoping to get in a few hours sleep before we get up and begin the race all over again.

Unfortunately, all this racing around doesn't leave a whole lot of time for relaxation, since most of us use whatever precious hours are left to run off to the supermarket or the hardware store (where we naturally race up and down the aisles), or perhaps to the gym, where we race around a running track or climb onto a treadmill that allows us the ironic luxury of racing against ourselves. And if you have children, the race is also run at the mall, the movies, the beach, McDonald's, Burger King, and all the other places kids spend their time, which leaves us wishing there were more hours in the day so we could sit down and watch that videotape of last week's episode of *The Simpsons*, regularly punching the fast-forward button in order to race through those tiresome commercials, of course.

As for newspapers, magazines, and other printed material—who has time? At the office, the dozen or so publications that cross any given desk in any given week are raced through so furiously it's a wonder that we're able to digest any of them at all. What's needed, it seems, is a one-stop source; a place where we can come in for a quick pit stop, load up on all the necessary information relevant to our jobs, and then get back into the race all fueled up and ready to go. Sound like a dream? Sure it does. But there's nothing wrong with dreaming.

Our dream, for example, goes something like this: We gather together some of the top minds in sales and marketing, mix in a healthy dose of expert writing and opinion, come up with a list of topics that have broad-based appeal and application, and then lay it all out in an easy-to-digest format complete with eye-catching graphics and illustrations. In and around all this we weave ads from companies that target their goods and services to our readers, and to top it all off we come up with a name that tells them exactly who this product is aimed at, something like *Sales & Marketing Management*, for instance.

It's a recurring dream, one we seem to have almost every day. What does it mean? Beats us. But it must have some significance, since everyone around here keeps having it. Actually, we're thinking about seeing an expert about it, in the hope some light can be shed on this rather bizarre phenomenon. The only problem is, we're so busy racing around trying to put out a magazine we don't have time.

management will always have is 'lack of time,' which will not allow them the luxury to sit at a terminal and deal with their information needs. It still remains primarily the work of staff members to access and decipher the necessary information."

She adds, however, that "sophisticated tools will eventually allow the rapid access and response of computer systems to management's questions. Specifically, these are tools with 'artificial intelligence' built into them. These tools look not only for positive or negative trends but also for causes of trends. This type of tool has selective problem-solving ability with logic built into it and quickly points out problems to management." But, as she points out, "We're not there yet."

Because of the rapid pace of technological change and the remarkable ability of computer users to find new ways to benefit from their electronic tools, marketers will find it dangerous to stand in place and remain content with their current automation tools and skills. As Stanat stresses: "The databases and tools must be viewed as evolutionary and will constantly be changing as the business changes and the user finds the best ways to use the tools. Therefore, management must fund not only new development efforts but also any upgrading needed to cope with the changing dynamics of the business. Otherwise, all of the tools become obsolete."

Unfortunately, Stanat doesn't address one of the most critical issues information technology poses for both the marketing and sales department. Namely, how the differences between them will be blurred and their relative roles reevaluated. As salespeople take over some of marketing's information-gathering activities, and as sales and marketing functions become more closely integrated in order to exploit the new technologies, it will become more and more parochial to view a marketing information system or a sales information system in isolation.

YESTERDAY'S FLASH, TODAY'S FIZZLE?

PC software buyers are creatures of habit. Or so it seems when you look at the Software Publishers Assn.'s (SPA) annual report on 1989 industry sales.

While total software shipments rose only 12% to \$3.1 billion, word processors and spreadsheets—which jumpstarted PC sales in the early 1980s—continued to post robust gains of 37% and 29%, respectively.

PC Software Sales: Winners and Losers

Type of Program	1989 Sales (\$ Mil.)	% Change 1988-89
Word processing	\$654.6	+37.4%
Spreadsheets	543.1	+29.0
Other productivity	493.9	+21.9
Graphics	366.0	+12.1
Recreation	288.4	-11.6
Databases	288.0	+6.2
Integrated	133.3	+7.3
Education	128.0	-4.3
Desktop publishing	114.7	-19.6
Languages/tools	88.7	-14.5
TOTAL	\$3,098.8	+11.9%

SOURCE: Software Publishers Assn.

But the biggest surprise in this year's SPA report was the plunge recorded by desktop publishing software, down 20% to \$114.7 million. Three years ago, desktop was the industry's hottest buzzword, and sales managers everywhere were being told that with a PC and the appropriate software they could design and publish their own newsletters, product brochures, promotional literature, etc.

SPA research director Ann Stephens downplays the 20% drop-off, noting that sales of desktop publishing software more than doubled in 1988. "Several new sophisticated desktop publishing programs are expected to appear this year," she says, "and it's likely that last year buyers decided to wait and see. That often happens when it's known that a new software upgrade is on the way." □

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1990 SURVEY OF BUYING POWER

SECTION A: USER'S GUIDE AND HIGHLIGHTS

SECTION B: SUMMARIES AND METRO MARKET RANKINGS

SECTION C: METRO, COUNTY, AND CITY DATA BY STATE

SALES & MARKETING MANAGEMENT

1990 SURVEY OF BUYING POWER
AUGUST 13, 1990

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Having the parts for a meeting doesn't mean they'll be put together right.

Putting together the right facilities, the right equipment and the right destination isn't enough to keep meetings from going horribly wrong. The Fort Lauderdale Marina Marriott is. Its "customer-first" approach to meetings is the part that makes all the other parts come together so beautifully. And makes sure that meetings don't turn into monsters.

Marriott

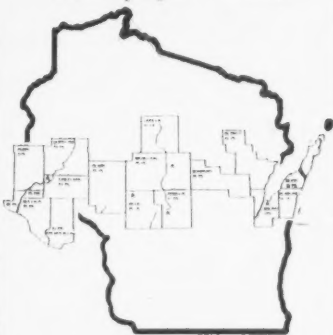
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ABP

BPA

SECTION A

USER'S GUIDE

A USER'S GUIDE TO THE SURVEY OF BUYING POWER

A sampling of some of the many ways the Survey can be used for sales, marketing, and advertising applications.

HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the Survey, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

SECTION 1: SALES

- A. Measuring Sales Performance
- B. Setting Sales Goals
- C. Setting Sales Quotas
- D. Territory Analysis

SECTION 2: MARKETING

- A. Measuring Market Potential
- B. Developing Marketing Strategies and Distribution Channels
- C. Evaluating New Product Potential

SECTION 3: ADVERTISING

- A. Test Market Selection
- B. Co-op Advertising Allocation
- C. Media Allocation
- D. Media Selection

SALES PLANNING APPLICATIONS

A. Measuring Sales Performance

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where the *Survey of Buying Power* can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, county, or city relative to the U.S. as a whole (U.S. = 100,000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.5355), this gives you a total of 35,355 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$PI = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$PI = \frac{50,000}{35,355} \quad \text{which equals:}$$

$$PI = 1.41, \text{ or } 141.$$

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure (BPI × Total Sales) by roughly 41%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general. By using more specific factors in your BPI—consumers between the ages of 18 and 34 with household incomes over \$25,000, for instance—you can effectively narrow your market profile. For a more in-depth explanation of how such a BPI is calculated, see the Survey Highlight on "How to Construct a Custom BPI" on page A-15.

B. Setting Sales Goals

If you've found that the Survey's BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply

SURVEY HIGHLIGHT

Metros with the Highest (and Lowest) Median Age:

The 10 Oldest ...

Rank	Metro	Median Age
1.	Sarasota, FL	51.1
2.	Bradenton, FL	45.7
3.	Fort Myers-Cape Coral, FL	43.1
4.	Daytona Beach, FL	42.2
5.	West Palm Beach-Boca Raton-Delray Beach, FL	42.1
6.	Fort Lauderdale-Hollywood-Pompano Beach, FL	41.1
7.	Tampa-St. Petersburg-Clearwater, FL	40.9
8.	Naples, FL	40.5
9.	Fort Pierce, FL	39.9
10.	Ocala, FL	38.7

...and the 10 Youngest

Rank	Metro	Median Age
311.	Champaign-Urbana-Rantoul, IL	27.1
311.	Grand Forks, ND	27.1
313.	Killeen-Temple, TX	27.0
313.	Lawton, OK	27.0
315.	Laredo, TX	26.9
316.	Lawrence, KS	26.7
317.	Fayetteville, NC	26.5
318.	Bryan-College Station, TX	24.6
319.	Jacksonville, NC	23.8
320.	Provo-Orem, UT	23.3

SOURCE: Sales & Marketing Management; 1990 Survey of Buying Power.

the BPI by your new target figure of 1.1 million, which gives you a revised goal of 38,891.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of

situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 266,800, has a median age of 51.1 years, compared with a U.S. average of 33.0. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.2. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1286 is only slightly higher than Tallahassee's .0891.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say \$35,000-\$49,999, as well as a more specific distribution channel (General Merchandise stores), making sure that these factors are weighted according to their relative importance.

C. Setting Sales Quotas

What is a fair quota? Basically, it can be defined as one that offers a realistic

opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in the *Survey of Buying Power*, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair.

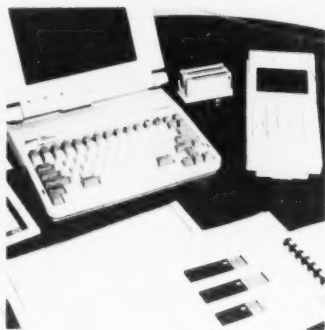
As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

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USER'S GUIDE

SURVEY HIGHLIGHT

Metros with the Highest Percentage of Households with Incomes of \$50,000 or More

Metro	% of Households with EBIs of \$50,000 +	1989 Median Household EBI
Nassau-Suffolk, NY	44.8%	\$45,711
Bridgeport-Stamford-Norwalk-Danbury, CT	43.9	42,568
Middlesex-Somerset-Hunterdon, NJ	43.2	44,455
San Jose, CA	40.8	42,126
Washington, DC	40.4	41,545
Bergen-Passaic, NJ	39.7	40,808
Trenton, NJ	37.6	39,025
Newark, NJ	35.9	37,359
Manchester-Nashua, NH	35.5	38,856
Anaheim-Santa Ana, CA	34.4	37,614
Oxnard-Ventura, CA	34.1	37,524
San Francisco, CA	33.8	36,012
Lake County, IL	33.0	37,577
Monmouth-Ocean, NJ	33.0	35,845
Boston-Lawrence-Salem-Lowell-Brockton, MA	32.0	35,430
Oakland, CA	31.6	34,914
Hartford-New Britain-Middletown-Bristol, CT	31.2	36,032
Anchorage, AK	30.9	34,843
New Haven-Waterbury-Meriden, CT	30.0	34,456
Portsmouth-Dover-Rochester, NH	29.8	35,538
Honolulu, HI	29.3	33,168
Seattle, WA	29.2	34,230
Kenosha, WI	27.4	34,403
Los Angeles-Long Beach, CA	27.3	30,489
Santa Rosa-Petaluma, CA	25.9	31,297
U.S. Total	18.6%	\$25,976

SOURCE: Sales & Marketing Management; 1990 Survey of Buying Power.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

D. Territory Analysis

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of Survey data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the

aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn in order

to ensure the best possible coverage.

In the November *Survey of Buying Power-Part II*, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

MARKETING APPLICATIONS

A. Measuring Market Potential

In order to make the most efficient use of the *Survey of Buying Power* in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with the Survey's geography. Markets can be identified at a number of different levels—regions, states, metros, counties, or even cities with populations of 40,000 or more.

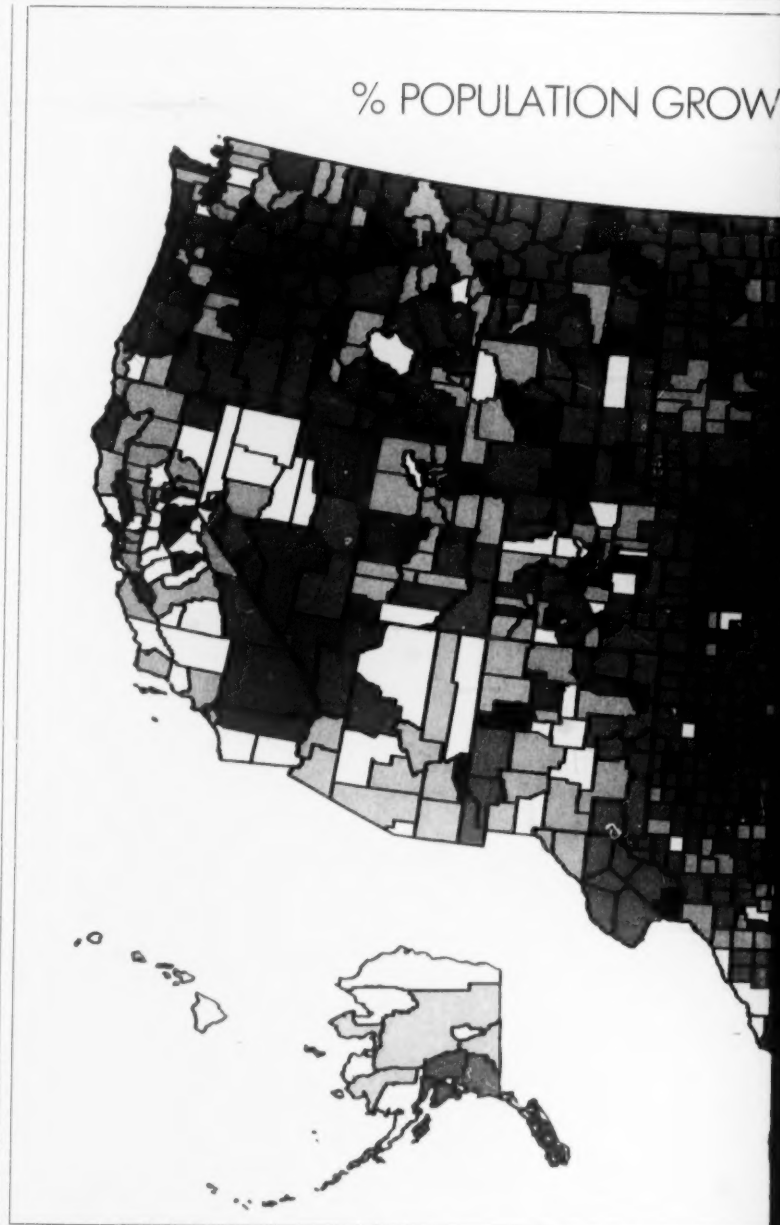
In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above-mentioned geographic configurations.

Having acquired such information, the Survey can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.
2. Identify the industry/product sales for that market through the use of a standard or custom BPI ($\text{BPI} \times \text{total U.S. sales}$).
3. Identify your actual sales in that market.
4. Calculate your share of market by dividing item No. 2 by item No. 3.
5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

In a nutshell, here's how it works:

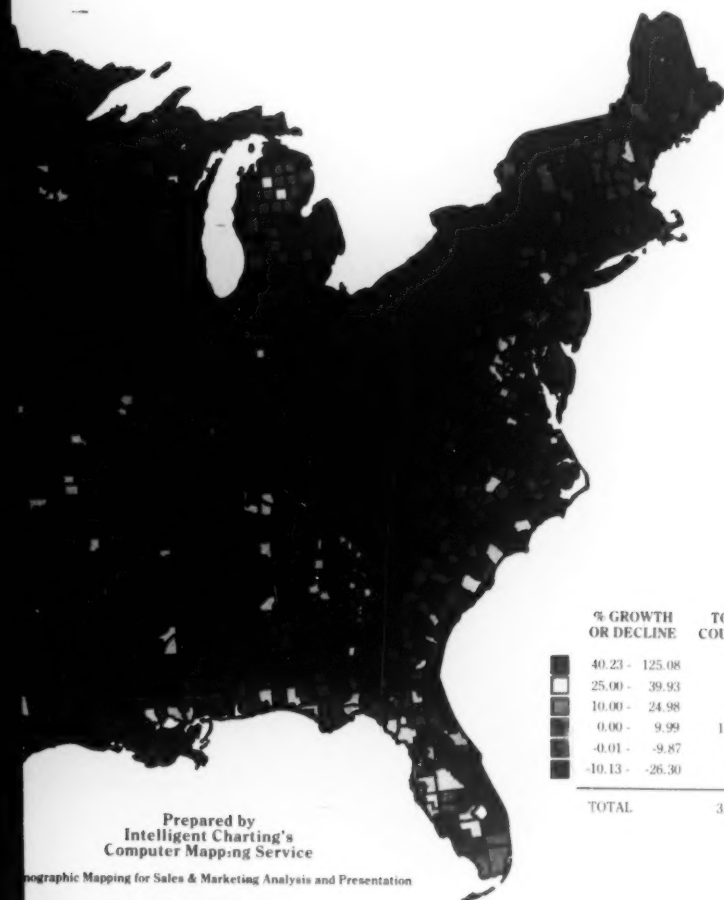


You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is \$2 billion, nationwide. Your company sales are \$140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are \$542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry

sales ($.3303 \times \$2 \text{ billion} = \$6,606,000$). Next, your basic potential in this market is calculated by multiplying your company's total sales (\$140 million) by the custom BPI for Indianapolis (.3303), which equals \$462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales (\$542,000) and dividing it by potential sales (\$462,420), which equals 117, indicating that sales in this market are 17% above the estimated

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potential. Using actual sales would yield an 8.2% market share.

B. Developing Marketing Strategies and Distribution Channels

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of \$35,000 or more. In addition, because this camera is easy to

operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related

component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

Metro	Custom BPI
San Jose, CA	10.92
Washington, DC	8.96
Brazoria, TX	7.08
Anchorage, AK	5.95
San Francisco, CA	5.82
Seattle, WA	4.36
Denver, CO	4.11
Atlanta, GA	4.02
Houston, TX	3.92
Dallas, TX	3.38
10-Market Total	58.52

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under 75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise. In addition, these figures can be checked by looking at the metro-market rankings of general merchandise store sales in Section B to see how the targeted metros compare with these listings, a procedure that can also be used with rankings for population, EBI, total retail sales, and the general Buying Power Index.

C. Evaluating New Product Potential

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using the *Survey of Buying Power*, you can put together a strategy that will

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USER'S GUIDE

SURVEY HIGHLIGHT

Percentage of Black Population in the Nation's 50 Largest Metros

Metro	% Black Population	Black Pop. (Thous.)
Memphis, TN	41.8%	411.8
New Orleans, LA	33.5	438.9
Norfolk-Virginia Beach-Newport News, VA	28.6	394.4
Washington, DC	27.1	919.0
New York, NY	26.3	2,265.2
Baltimore, MD	26.1	621.8
Newark, NJ	24.3	460.6
Chicago, IL	23.8	1,477.1
Atlanta, GA	23.4	660.4
Charlotte-Gastonia-Rock Hill, NC-SC	21.7	244.3
Detroit, MI	21.0	964.6
Miami-Hialeah, FL	20.7	389.6
Houston, TX	19.9	645.5
Philadelphia, PA	19.5	964.6
Cleveland, OH	19.5	359.2
St. Louis, MO	17.1	426.0
Dallas, TX	16.8	417.4
Nashville, TN	16.5	162.8
Oakland, CA	16.4	335.7
Indianapolis, IN	14.7	185.0
Los Angeles-Long Beach, CA	13.4	1,179.2
Orlando, FL	13.2	137.7
Cincinnati, OH	12.8	185.9
Fort Lauderdale-Hollywood-Pompano Beach, FL	12.8	160.4
Kansas City, MO-KS	12.6	199.4
Milwaukee, WI	12.0	168.0
Columbus, OH	11.8	159.1
Fort Worth-Arlington, TX	11.1	144.2
Tampa-St. Petersburg-Clearwater, FL	9.9	205.1
Rochester, NY	9.2	91.4
San Francisco, CA	8.4	133.9
Pittsburgh, PA	8.3	175.8
Bergen-Passaic, NJ	8.1	104.7
Hartford-New Britain-Middletown-Bristol, CT	7.7	86.3
San Antonio, TX	7.4	97.8
Nassau-Suffolk, NY	7.2	193.1
Monmouth-Ocean, NJ	7.0	69.2
Sacramento, CA	6.2	89.3
San Diego, CA	5.9	145.9
Middlesex-Somerset-Hunterdon, NJ	5.8	57.2
Boston-Lawrence-Salem-Lowell-Brockton, MA	5.6	208.9
Riverside-San Bernardino, CA	5.5	132.9
Denver, CO	5.3	89.5
Seattle, WA	3.8	71.5
San Jose, CA	3.7	53.5
Phoenix, AZ	3.2	66.9
Portland, OR	2.9	35.0
Minneapolis-St. Paul, MN	2.5	60.5
Anaheim-Santa Ana, CA	1.3	30.9
Salt Lake City-Ogden, UT	0.8	9.0

SURVEY HIGHLIGHT

Percentage of Hispanic Population in the Nation's 50 Largest Metros

Metro	% Hispanic Population	Hispanic Pop. (Thous.)
San Antonio, TX	52.2%	689.3
Miami-Hialeah, FL	45.3	855.0
Los Angeles-Long Beach, CA	36.8	3,246.2
Riverside-San Bernardino, CA	22.6	549.2
New York, NY	21.9	1,888.0
San Jose, CA	21.7	315.8
Anaheim-Santa Ana, CA	20.6	477.3
Houston, TX	19.3	627.2
San Diego, CA	18.6	462.5
Phoenix, AZ	15.7	330.3
San Francisco, CA	13.8	220.8
Oakland, CA	13.4	273.6
Chicago, IL	11.9	738.1
Dallas, TX	11.9	295.5
Sacramento, CA	11.8	170.4
Denver, CO	11.5	193.5
Bergen-Passaic, NJ	9.5	122.7
Fort Worth-Arlington, TX	9.5	122.6
Newark, NJ	8.5	161.2
Tampa-St. Petersburg-Clearwater, FL	6.0	125.1
Middlesex-Somerset-Hunterdon, NJ	5.6	55.5
Salt Lake City-Ogden, UT	5.3	57.1
Hartford-New Britain-Middletown-Bristol, CT	5.0	56.4
Nassau-Suffolk, NY	4.9	130.9
Fort Lauderdale-Hollywood-Pompano Beach, FL	4.7	58.9
Orlando, FL	4.3	44.8
New Orleans, LA	4.1	54.1
Washington, DC	3.4	127.3
Monmouth-Ocean, NJ	3.2	31.9
Boston-Lawrence-Salem-Lowell-Brockton, MA	2.9	108.1
Philadelphia, PA	2.8	140.3
Milwaukee, WI	2.7	38.3
Kansas City, MO-KS	2.6	40.8
Portland, OR	2.4	29.1
Rochester, NY	2.4	23.7
Seattle, WA	2.2	40.3
Detroit, MI	1.9	83.4
Norfolk-Virginia Beach-Newport News, VA	1.8	25.4
Cleveland, OH	1.5	28.0
Atlanta, GA	1.2	35.1
Minneapolis-St. Paul, MN	1.1	27.4
St. Louis, MO	1.1	26.8
Baltimore, MD	1.1	25.1
Memphis, TN	1.1	10.5
Charlotte-Gastonia-Rock Hill, NC-SC	0.9	10.3
Indianapolis, IN	0.8	10.6
Nashville, TN	0.8	8.1
Columbus, OH	0.7	10.1
Pittsburgh, PA	0.6	12.3
Cincinnati, OH	0.6	9.1

SOURCE: Sales & Marketing Management; 1990 Survey of Buying Power.



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SURVEY HIGHLIGHT

For Richer or for Poorer: Median Household Effective Buying Income for the Top 10 ...

Metro	1989 Median Household EBI
Nassau-Suffolk, NY	\$45,711
Middlesex-Somerset-Hunterdon, NJ	44,455
Bridgeport-Stamford-Norwalk-Danbury, CT	42,568
San Jose, CA	42,126
Washington, DC	41,545
Bergen-Passaic, NJ	40,808
Trenton, NJ	39,025
Manchester-Nashua, NH	38,856
Anaheim-Santa Ana, CA	37,614
Lake County, IL	37,577

... and the Bottom 10 Metros

Metro	1989 Median Household EBI
Tuscaloosa, AL	\$18,426
Monroe, LA	18,011
Yuma, AZ	17,789
Alexandria, LA	17,778
Gadsden, AL	17,425
Las Cruces, NM	17,042
Jacksonville, NC	16,574
Brownsville-Harlingen, TX	16,194
Laredo, TX	14,909
McAllen-Edinburg-Mission, TX	14,907

SOURCE: Sales & Marketing Management; 1990 Survey of Buying Power.

help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between \$10,000 and \$19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore,

you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember; Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What the Survey will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of \$35,000 or above—then this market will grow substantially when you add

the \$10,000-to-\$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from the Survey, the results will be both accurate and projectable.

ADVERTISING APPLICATIONS

A. Test Market Selection

One of the most valuable aspects of the *Survey of Buying Power* is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in the Survey, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

Metro	Population
Sacramento, CA	1,444,900
Milwaukee, WI	1,404,400
Columbus, OH	1,353,500
San Antonio, TX	1,321,000

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

Median Metro	Household EBI	BPI
Sacramento	\$28,735	.6271
Milwaukee	30,651	.6127
Columbus	25,109	.5504
San Antonio	22,522	.4729

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 63rd, 39th, 153rd, and 228th, respectively. On the other hand, BPI

SURVEY HIGHLIGHT

HOW TO CONSTRUCT A CUSTOM BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = A; Economic = B; and Distribution = C. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of \$35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (A-B-C). In this example, the Demographic component (A) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of \$35,000 and above as the Economic factor (B), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000 +}}{\text{U.S. Hshlds. w/EBIs \$35,000 +}} = Y\%$$

And finally, we calculate the Distribution component (C) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor A (Demographic) - .2 (20%)
Factor B (Economic) - .5 (50%)
Factor C (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000).*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

**Note: If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.

In addition, markets can be matched through the use of retail sales data on store groups or, in the case of the *Survey of Buying Power—Part II*, through merchandise line sales categories. The use of these data is indicated when raw population numbers

are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product.

Metro	Per Household Retail Sales	Food Store Sales
Sacramento	\$19,285	\$2,052,314
Milwaukee	19,269	2,047,232
Columbus	19,596	1,845,736
San Antonio	19,396	2,079,091

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same

Note: New Retail Trade Data

The retail sales statistics in this year's edition of the *Survey of Buying Power* are based on newly published benchmark data from the 1987 Census of Retail Trade. Prior to this year, retail sales figures reported in the *Survey* were based on data from the 1982 Census (unlike the general Census, the CRT is conducted in five-year intervals).

Naturally, whenever such an adjustment is made, trend lines that fall across benchmark years are often thrown out of whack, a fact that readers should keep in mind when comparing retail sales figures from this year's *Survey* to those from prior years.

SURVEY HIGHLIGHT

Shoulder to Shoulder: Metros with the Highest Population Densities

Metro	Population Per Sq. Mile
Jersey City, NJ	11,780
New York, NY	7,513
Chicago, IL	3,267
Bergen-Passaic, NJ	3,050
Anaheim-Santa Ana, CA	2,900
Nassau-Suffolk, NY	2,227
Los Angeles-Long Beach, CA	2,166
San Francisco, CA	1,573
Newark, NJ	1,547
Boston-Lawrence-Salem-Lowell-Brockton, MA	1,538
Trenton, NJ	1,463
Honolulu, HI	1,430
Oakland, CA	1,398
Philadelphia, PA	1,397
New Haven-Waterbury-Meriden, CT	1,314
Bridgeport-Stamford-Norwalk-Danbury, CT	1,306
Cleveland, OH	1,210
San Jose, CA	1,126
Lake County, IL	1,119
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,036
Detroit, MI	975
Providence-Pawtucket-Woonsocket, RI	969
Miami-Hialeah, FL	965
Milwaukee, WI	961
Washington, DC	955

SOURCE: Sales & Marketing Management; 1990 Survey of Buying Power.

token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

B. Co-op Advertising Allocation

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, the *Survey* can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help

your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,659,200, or 3,318 potential unit sales. With each unit carrying a price tag of \$80, the actual accrual of co-op funds—based on a program base of 5%—was \$11,932.

Based on market potential, however, sales should have totaled \$265,440, and the 5% accrual would have generated \$13,272 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to

SURVEY HIGHLIGHT

State and Regional Growth: New Hampshire Remains T.F.G.S.E.O.T.M.E.F.F.*

Region/State	1989 Pop. (Thous.)	1980 Pop. (Thous.)	% Change 1980-89	1970	% of U.S. Pop. 1980	1989
NEW ENGLAND	13,105.2	12,386.1	+ 5.8%	5.78%	5.42%	5.25%
Connecticut	3,282.1	3,109.0	+ 5.6	1.49	1.36	1.31
Maine	1,222.7	1,134.3	+ 6.2	.48	.50	.49
Massachusetts	5,927.5	5,741.1	+ 3.2	2.77	2.51	2.37
New Hampshire	1,106.4	935.5	+18.3	.35	.41	.49
Rhode Island	1,004.3	949.6	+ 5.8	.47	.42	.40
Vermont	562.2	516.6	+ 8.8	.22	.23	.23
MIDDLE ATLANTIC	37,958.0	36,779.6	+ 3.2%	18.19%	16.10%	15.19%
New Jersey	7,789.8	7,830.2	+ 5.5	3.54	3.23	3.12
New York	18,078.2	17,526.3	+ 3.1	8.91	7.67	7.24
Pennsylvania	12,090.0	11,873.1	+ 1.8	5.74	5.20	4.84
EAST NORTH CENTRAL	42,486.0	41,800.9	+ 1.6%	19.76%	18.29%	17.01%
Illinois	11,696.9	11,452.7	+ 2.1	5.45	5.01	4.78
Indiana	5,617.9	5,512.9	+ 1.9	2.55	2.41	2.25
Michigan	9,345.3	9,287.9	+ 0.6	4.38	4.06	3.74
Ohio	10,934.8	10,813.3	+ 1.1	5.23	4.73	4.48
Wisconsin	4,869.6	4,734.1	+ 2.9	2.15	2.07	1.96
WEST NORTH CENTRAL	17,970.2	17,281.8	+ 4.0%	8.02%	7.56%	7.19%
Iowa	2,857.8	2,942.8	- 2.9	1.38	1.28	1.14
Kansas	2,518.0	2,374.9	+ 6.0	1.11	1.04	1.03
Minnesota	4,360.1	4,103.6	+ 6.3	1.86	1.80	1.75
Missouri	5,222.7	4,947.9	+ 5.6	2.31	2.17	2.10
Nebraska	1,606.8	1,579.6	+ 1.7	.73	.69	.64
North Dakota	686.3	657.1	+ 4.4	.30	.29	.27
South Dakota	724.0	694.2	+ 4.3	.32	.30	.29
SOUTH ATLANTIC	43,565.3	37,481.6	+16.2%	15.14%	16.40%	17.44%
Delaware	672.0	599.4	+12.1	.27	.26	.27
District of Columbia	620.1	628.5	- 1.3	.37	.28	.25
Florida	12,898.1	10,026.0	+28.6	3.40	4.39	5.16
Georgia	6,526.6	5,536.4	+17.9	2.27	2.42	2.61
Maryland	4,717.6	4,236.8	+11.3	1.93	1.85	1.88
North Carolina	6,603.8	5,930.6	+11.4	2.50	2.60	2.64
South Carolina	3,261.1	3,157.7	+11.7	1.28	1.38	1.41
Virginia	6,104.4	5,399.0	+13.1	2.28	2.36	2.44
West Virginia	1,896.6	1,967.2	- 3.6	.84	.86	.76
EAST SOUTH CENTRAL	15,576.2	14,801.0	+ 5.2%	6.30%	6.48%	6.23%
Alabama	4,185.7	3,921.9	+ 6.2	1.69	1.72	1.67
Kentucky	3,766.2	3,698.4	+ 1.8	1.58	1.62	1.51
Mississippi	2,657.1	2,540.2	+ 4.6	1.10	1.11	1.06
Tennessee	4,967.2	4,640.5	+ 7.0	1.94	2.03	1.99
WEST SOUTH CENTRAL	27,132.2	24,096.8	+12.6%	9.58%	10.55%	10.86%
Arkansas	2,436.6	2,311.3	+ 5.4	.95	1.01	.98
Louisiana	4,425.0	4,251.2	+ 4.1	1.80	1.86	1.77
Oklahoma	3,286.9	3,059.5	+ 7.4	1.26	1.34	1.32
Texas	16,983.7	14,474.8	+17.3	5.56	6.33	6.80
MOUNTAIN	13,690.3	11,692.5	+17.1%	4.11%	5.09%	5.49%
Arizona	3,638.8	2,805.6	+29.7	.88	1.23	1.46
Colorado	3,372.5	2,940.4	+14.7	1.10	1.29	1.35
Idaho	1,021.2	963.9	+ 5.9	.35	.42	.41
Montana	814.3	795.3	+ 2.4	.34	.35	.33
Nevada	1,099.5	822.0	+33.8	.24	.36	.44
New Mexico	1,542.2	1,323.1	+16.6	.54	.58	.62
Utah	1,719.9	1,497.1	+14.9	.52	.66	.69
Wyoming	481.9	482.1	N.C.	.16	.21	.19
PACIFIC	38,356.9	32,239.8	+19.0%	13.13%	14.11%	15.18%
Alaska	583.3	410.2	+31.2	.15	.18	.22
California	29,227.5	23,979.8	+21.9	9.87	10.49	11.70
Hawaii	1,121.0	979.1	+14.5	.39	.43	.45
Oregon	2,786.5	2,678.4	+ 4.0	1.04	1.17	1.12
Washington	4,683.6	4,192.3	+11.7	1.68	1.83	1.97
TOTAL U.S.	249,840.3	228,497.1	+ 9.3%	100.00%	100.00%	100.00%

* The Fastest Growing State East of the Mississippi Except for Florida. Note: Changes of less than 0.1% are expressed as N.C. (no change).
SOURCE: Sales & Marketing Management, 1990 Survey of Buying Power.

DEFINITION OF TERMS IN THE SURVEY OF BUYING POWER

APPAREL AND ACCESSORY STORE

SALES (SIC Major Group 56): This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included. Metro market rankings for this store group are shown in Section B.

AUTOMOTIVE DEALER SALES

(SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

AVERAGE HOUSEHOLD EBI: This figure from the Regional and State Summary of Effective Buying Income table in Section B is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

BLACK POPULATION: These figures are

updated from the 1980 Census of Population and Housing and are basically head count estimates of persons who consider themselves members of the black race and who lived in the area at the end of that year. Estimated totals are as of 12/31/89. Metro market rankings for this category are shown in Section B.

BUILDING MATERIAL AND HARDWARE

STORE SALES (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

BUYING POWER INDEX (BPI):

A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or city.

The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The further a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the

Survey Highlights in Section A.

CENTRAL CITY: A city whose name is included in the title of a metropolitan area or that fits the necessary population and employment criteria to qualify it as a central city. The name of an S&MM Metro Market includes the name of the largest city and the names of other area cities that meet this criteria, based on the definitions provided by the Office of Management and Budget. If no city qualifies as a central city, the market is named after its central counties (i.e., the Nassau-Suffolk, NY, metro market).

CITY: An aggregation of people and retail outlets with set corporate limits, within which city government—as an incorporated state agency—exercises legal authority. The *Survey of Buying Power* lists all U.S. cities that either 1) had a population of 40,000 or more at the time of the 1980 Census of Population; 2) are central cities of a metropolitan market; or 3) function independently of counties. (See Central City and/or Independent City.)

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

NOTE: Although the *Survey of Buying Power* reports aggregate statistics for CMSAs in Section C, such markets are not included in the Metro Market Rankings in Section B, since they are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for coun-

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ties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,139 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The 1990 *Survey of Buying Power* follows county boundaries as defined by the 1980 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma

County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; Aleutians East Borough, AK, was created from parts of the Dillingham and Aleutian Islands Census Areas in 1987; and Lake and Peninsula Borough, AK, was created from the Dillingham Census Area in 1989. Also, for the 1990 Census, the Aleutian Islands Census Area has been renamed Aleutians West.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Co-

lumbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are independent cities. (See Independent City.)

DRUGSTORE SALES (SIC Industry Group 591): A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

EATING AND DRINKING PLACE SALES

(SIC Major Group 58): Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and non-tax payments—a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds),

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Tom Hopkins

Author of the best-selling book
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proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

NOTE: A major reclassification of Effective Buying Income took place for the first time in last year's issue of the *Survey of Buying Power*. In an effort to make EBI a more reliable and useful marketing tool, and also to more accurately reflect the actual cash income available to consumers, Market Statistics excluded certain items from last year's definition of EBI, and this definition holds true for the 1990 Survey's EBI figures as well.

The changes that were made amounted to a reduction in total income at the national level of approximately 11%, although this figure differed slightly from state to state. This change in total income also ultimately affected average household EBI, median household EBI, and per-capita EBI figures throughout last year's *Survey of Buying Power*.

Users of these variables should take these changes into account when comparing EBI figures from the 1989 and 1990 Surveys to those from previous years.

FOOD STORE SALES (SIC Major Group 54): Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

FURNITURE, HOME FURNISHING, AND APPLIANCE STORE SALES (SIC Major Group 57): Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery,

venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

GASOLINE SERVICE STATION SALES

(SIC Industry Group 554): This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity. Metro rankings for this store group are shown in Section B.

GENERAL MERCHANDISE STORE SALES

(SIC Major Group 53): This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

HISPANIC POPULATION: These figures are updated from the 1980 Census of Population and Housing, comprising a head count of all persons who consider themselves of Spanish or Hispanic origin or descent. The largest subgroups in this category currently include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Metro market rankings for this category are shown in Section B. Estimated totals are as of 12/31/89.

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1980 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing

unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes.

NOTE: Although the total population of a given geographic area will include those residing in group quarters, household totals will not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

HOUSEHOLDS BY EBI GROUP: (See Percentage of Households by EBI Group.)

INDEPENDENT CITY: There are several cities in the U.S. that fall within the geographic boundaries of counties but are considered as separate entities by the Census Bureau. The *Survey of Buying Power* lists these independent cities as separate counties in the tables in Section C. With the exception of St. Louis City, MO, Baltimore City, MD, and Carson City, NV (which replaced Ormsby County), all independent cities are located in the state of Virginia.

MEDIAN AGE OF POPULATION: A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

MEDIAN HOUSEHOLD EBI: This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure. S&MM prefers to use medians rather than averages for charting EBI, since they have proven to be a more reliable indicator of an area's income levels and are far less likely to be skewed by statistical oddities that adversely affect averages.

METROPOLITAN STATISTICAL AREA

(MSA): According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Cen-

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sus of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions in this year's *Survey of Buying Power* are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an

MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The S&MM Metro Market rankings in Section B ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in Section C, they are not listed in the rankings in Section B, since they are by definition made up of groups of existing metros, while the geography of MSAs and PMSAs is uniformly county-based.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, *Survey of Buying Power* listings do not include recent metro-area changes effected through legislative means. Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), which is part of the government's Office of Management and Budget, uses this system to define the various metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions.

(See Metropolitan Statistical Area.)

PER-CAPITA EBI: This figure, which appears in the Regional and State Summary of Effective Buying Income table in Section B, is an arithmetic average obtained by dividing total population into total EBI. It is used primarily to measure an area's spending power by eliminating the impact of population size. However, because total population includes residents of all age groups, such a figure assigns income to a sizable portion of the population that are not necessarily wage earners.

PER-HOUSEHOLD RETAIL SALES: This figure can be found in both the Regional and State Summary of Retail Sales table and a separate metro market ranking table in Section B. It shows retail sales by household, calculated by dividing total households into total retail sales. However, because household counts are directly assignable to a metro's geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as effective an indicator of area purchasing power as is Median Household EBI or the Buying Power Index.

PERCENT OF U.S.: The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro, county, or city. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

PERCENTAGE OF HOUSEHOLDS BY EBI GROUP: These figures show the percentage of total households with Effective Buying Incomes in each of four different ranges. By adding the four percentages for a given metro, county, or city and subtracting the resulting total from 100%, the share of households with EBI under \$10,000 can also be calculated. To convert the percentage figures to actual household counts, multiply the area's total households by the corresponding percentage. The Regional and State Summary of Effective Buying Income table in Section B shows actual household totals rather than percentages for these categories.

PERCENTAGE OF POPULATION BY AGE GROUP: These four age group breakouts correspond to the major life-cycle stages of the population. For example, the 18-to-24-year-old age group represents the average household-forming stage; 25-to-34-year-olds and 35-to-49-year-olds, the prime Baby Boom demographic; and the 50-and-over segment,



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the rapidly growing retirement market. The percentages shown reflect the share of total population accounted for by each group, and by adding the four percentages and subtracting from 100%, the share of total population under age 18 can also be calculated. The Regional and State Summary of Population table in Section B shows actual totals rather than percentages for these categories.

POPULATION: Updated from the Census Bureau's 1980 Census of Population and Housing, Total Population is a head count estimate of all people living in a given geographic area as of 12/31/89. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: (See Percentage of Population by Age Group.)

POPULATION, BLACK: (See Black Population.)

POPULATION, HISPANIC: (See Hispanic Population.)

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs.

QUALITY INDEX (QI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is calculated by dividing a market's Buying Power Index (BPI) by its Percent of U.S. Population figure. A high index number reflects either above-average resident buying power or a strong influx of nonresident buyers, or both.

RETAIL SALES: (See Total Retail Sales.)

RETAIL SALES BY STORE GROUP: The *Survey of Buying Power* lists sales for six major store groups considered to be the primary channels of distribution for consumer goods in local markets. Store group sales represent the cumulative sales of all products and/or services

handled by a particular store type, not just the product lines associated with the name of the store group. For example, Food stores sell a number of different merchandise lines—not just food—including things like personal care products, toiletries, nonprescription drugs, automotive supplies, etc.

S&MM METRO MARKET: (See Metropolitan Statistical Area.)

SALES ACTIVITY INDEX (SAI): This figure, which appears in the Regional and State Summary of Retail Sales table in Section B, is obtained by dividing an area's Percent of U.S. Population figure into its Percent of U.S. Retail Sales. Because the numerator (the market's share of retail sales) includes all sales made in the market, and the denominator (share of population) includes only the residents of the market, a high index figure may indicate a strong influx of nonresident purchasers.

SINGLE-PERSON HOUSEHOLDS: This ranking table in Section B shows metros ranked according to the number of household units occupied by a single person rather than two or more people. (See Households.)

SPANISH-ORIGIN POPULATION: (See Hispanic Population.)

STANDARD METROPOLITAN STATISTICAL AREA (SMSA): (See Metropolitan Statistical Area.)

SUBURBAN POPULATION: This ranking table in Section B shows the metro population, less the population of its central city. Because there is no formal definition of a suburb, the Census Bureau refers to this figure as "balance of area."

NOTE: In metros where there is no central city (such as New York's Nassau-Suffolk metro area), the suburban population is the same as that for the metro as a whole.

SUBURBAN TOTAL: Because suburbs are often the most important part of a local market, these totals are included at the end of each metro listing in Section C. The suburban total is calculated by deducting the central city population from that of the metro as a whole. In metros where there is no central city, the figures for suburban total and metro total are the same.

TOTAL POPULATION: (See Population.)

TOTAL RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals in the *1990 Survey of Buying Power* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

NOTE: Aggregate sales of the six major store groups shown in the Survey will not equal the Total Retail Sales figure for a given area, since this figure includes receipts from a number of additional store types not shown in these breakouts. □



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ALPHABETICAL LISTING OF S&MM METROPOLITAN MARKETS

These definitions are based on the most recent revisions announced by the federal government's Office of Management and Budget (OMB). The OMB designates individual markets as either Metropolitan Statistical Areas (MSAs) or Primary Metropolitan Statistical Areas (PMSAs), although the list here ignores these distinctions and groups the two categories together in the interest of simplicity and consistency, with the resulting markets labeled as "S&MM Metro Markets."

In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, S&MM listings do not include recent metro-area changes effected through legislation. Therefore, the Decatur, AL, metro area, which was created in 1987, is defined as being coextensive with Morgan County *only* (excluding Lawrence County), and the Wichita,

KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County (which was added through legislation in 1987).

New England metros are defined under the OMB's system of NECMAs, or New England County Metropolitan Areas, since data for intercensal years are collected on that basis rather than at the city and town level (which conforms to the decennial Census of Population). This is for the benefit of marketers who use county-level geography to design sales territories and identify markets, and also because it provides a more uniform system relative to the other states and regions.

In the following listings, the metro area name appears in **boldface** type, with component counties shown in alphabetical order in lightface. An asterisk (*) denotes the county in a multi-county metro market where the central city is located. If more than one county

has an asterisk, it is because that market has more than one central city, such as the Dayton-Springfield, OH, metro area, where both Clark and Montgomery counties are shown as being central city locations.

Entries in **BOLDFACE CAPS** show Consolidated Metropolitan Statistical Areas (CMSAs), which are actually groups of PMSAs that make up the larger "megapolitan" areas such as the Chicago-Gary-Lake County CMSA. Here, the geographic components listed are the metro markets that make up a particular CMSA, and although aggregate data for these markets are included in Section C, consolidated areas are not listed in the metro market rankings in Section B, since they include only MSAs and PMSAs. For further explanations of the various metro-market designations, readers should consult the "Definition of Terms" in Section A.

Abilene, TX: Taylor
Akron, OH: Portage, Summit*
Albany, GA: Dougherty*, Lee
Albany - Schenectady - Troy, NY:
Albany*, Greene, Montgomery, Rensselaer*, Saratoga, Schenectady*
Albuquerque, NM: Bernalillo
Alexandria, LA: Rapides
Allentown - Bethlehem - Easton, PA:
New Jersey Portion: Warren
Pennsylvania Portion: Carbon, Lehigh*, Northampton
Altoona, PA: Blair
Amarillo, TX: Potter*, Randall
Anaheim - Santa Ana, CA: Orange
Anchorage, AK: Anchorage
Anderson, IN: Madison
Anderson, SC: Anderson
Ann Arbor, MI: Washtenaw
Annisland, AL: Calhoun
Appleton - Oshkosh - Neenah, WI: Calumet, Outagamie*, Winnebago*

Asheville, NC: Buncombe
Ashland, KY: (See Huntington-Ashland)
Athens, GA: Clarke*, Jackson, Madison, Oconee
Atlanta, GA: Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ: Atlantic, Cape May
Attleboro, MA: (See New Bedford-Fall River-Attleboro)
Auburn, ME: (See Lewiston-Auburn)
Augusta, GA:
Georgia Portion: Columbia, McDuffie, Richmond*
South Carolina Portion: Aiken
Aurora - Elgin, IL: Kane*, Kendall
Austin, TX: Hays, Travis*, Williamson*

Bakersfield, CA: Kern
Baltimore, MD: Anne Arundel, Baltimore, Baltimore City*, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME: Penobscot
Baton Rouge, LA: Ascension, East Baton Rouge*, Livingston, West Baton Rouge
Battle Creek, MI: Calhoun
Bay City, MI: (See Saginaw-Bay City-Midland)
Beaumont - Port Arthur, TX: Hardin, Jefferson*, Orange
Beaver County, PA: Beaver
Bellingham, WA: Whatcom
Beloit, WI: (See Janesville-Beloit)
Benton Harbor, MI: Berrien
Bergen - Passaic, NJ: Bergen, Passaic*
Bethlehem, PA: (See Allentown-Bethlehem)
Billings, MT: Yellowstone

Biloxi - Gulfport, MS: Hancock, Harrison*
Binghamton, NY: Broome*, Tioga
Birmingham, AL: Blount, Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND: Burleigh*, Morton
Bloomington, IN: Monroe
Bloomington - Normal, IL: McLean
Boca Raton, FL: (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID: Ada
Boston - Lawrence - Salem - Lowell - Brockton, MA: Essex*, Middlesex*, Norfolk, Plymouth* Suffolk*
Boulder - Longmont, CO: Boulder
Bradenton, FL: Manatee
Brazoria, TX: Brazoria
Bremerton, WA: Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT: Fairfield
Bridgeton, NJ: (See Vineland-Milville-Bridgeton)

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Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN (See Johnson City-Kingsport-Bristol)
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville - Harlingen, TX: Cameron
Bryan - College Station, TX: Brazos
Buffalo, NY: Erie

BUFFALO - NIAGARA FALLS CONSOLIDATED AREA: Metro Areas: Buffalo, Niagara Falls

Burlington, NC: Alamance
Burlington, VT: Chittenden*, Grand Isle
Canton, OH: Carroll, Stark*
Casper, WY: Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA: Linn
Champaign - Urbana - Rantoul, IL: Champaign
Charleston, SC: Berkeley, Charleston*, Dorchester
Charleston, WV: Kanawha*, Putnam
Charlotte - Gastonia - Rock Hill, NC-SC:
North Carolina Portion: Cabarrus, Gaston*, Lincoln, Mecklenburg*, Rowan, Union
South Carolina Portion: York*
Charlottesville, VA: Albemarle, Charlottesville*, Fluvanna, Greene
Chattanooga, TN:
Georgia Portion: Catoosa, Dade, Walker
Tennessee Portion: Hamilton*, Marion, Sequatchie
Cheyenne, WY: Laramie
Chicago, IL: Cook*, DuPage, McHenry

CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA: Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL

Chico, CA: Butte
Cincinnati, OH:
Indiana Portion: Dearborn
Kentucky Portion: Boone, Campbell, Kenton
Ohio Portion: Clermont, Hamilton*, Warren

CINCINNATI - HAMILTON CONSOLIDATED AREA: Metro Areas: Cincinnati, Hamilton-Middletown, OH

Clarksville - Hopkinsville, TN-KY:
Kentucky Portion: Christian*
Tennessee Portion: Montgomery*

Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH: Cuyahoga*, Geauga, Lake, Medina

CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA: Metro Areas: Akron, Cleveland, Lorain-Elyria, OH

College Station, TX (See Bryan-College Station)

Colorado Springs, CO: El Paso
Columbia, MO: Boone

Columbia, SC: Lexington, Richland*

Columbus, GA:

Alabama Portion: Russell
Georgia Portion: Chattahoochee, Muscogee*

Columbus, OH: Delaware, Fairfield, Franklin*, Licking, Madison, Pickaway, Union

Corpus Christi, TX: Nueces*, San Patricio

Cumberland, MD:

Maryland Portion: Allegany*
West Virginia Portion: Mineral

Dallas, TX: Collin, Dallas*, Denton, Ellis, Kaufman, Rockwall

DALLAS - FORT WORTH - CONSOLIDATED AREA: Metro Areas: Dallas, Fort Worth-Arlington, TX

Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)

Danville, VA: Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL-IA:

Illinois Portion: Henry, Rock Island*

Iowa Portion: Scott*

Dayton - Springfield, OH: Clark*, Greene, Miami, Montgomery*

Daytona Beach, FL: Volusia

Decatur, AL: Morgan

Decatur, IL: Macon

Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)

Denison, TX (See Sherman-Denison)

Denver, CO: Adams, Arapahoe, Denver*, Douglas, Jefferson

DENVER - BOULDER CONSOLIDATED AREA: Metro Areas: Boulder-Longmont, Denver, CO

Des Moines, IA: Dallas, Polk*, Warren

Detroit, MI: Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne*

DETROIT - ANN ARBOR - CONSOLIDATED AREA: Metro Areas: Ann Arbor, Detroit, MI

Dothan, AL: Dale, Houston*

Dubuque, IA: Dubuque
Duluth, MN:

Minnesota Portion: St. Louis*
Wisconsin Portion: Douglas

Durham, NC (See Raleigh-Durham)

East Lansing, MI (See Lansing-East Lansing)

Eau Claire, WI: Chippewa, Eau Claire*

Edinburg, TX (See McAllen-Edinburg-Mission)

El Paso, TX: El Paso

Elgin, IL (See Aurora-Elgin)

Elkhart-Goshen, IN: Elkhart

Elmira, NY: Chemung

Elyria, OH (See Lorain-Elyria)

Enid, OK: Garfield

Erie, PA: Erie

Eugene - Springfield, OR: Lane

Evansville, IN:

Indiana Portion: Posey, Vanderburg*, Warrick

Kentucky Portion: Henderson*

Fairfield, CA (See Vallejo-Fairfield-Napa)

Fall River, MA (See New Bedford-Fall River-Attleboro)

Fargo - Moorhead, ND-MN:

Minnesota Portion: Clay*
North Dakota Portion: Cass*

Fayetteville, NC: Cumberland

Fayetteville - Springdale, AR: Washington

Fitchburg, MA (See Worcester-Fitchburg-Leominster)

Flint, MI: Genesee

Florence, AL: Colbert, Lauderdale*

Florence, SC: Florence

Fort Collins - Loveland, CO: Larimer

Fort Lauderdale - Hollywood - Pompano Beach, FL: Broward

Fort Myers - Cape Coral, FL: Lee

Fort Pierce, FL: Martin, St. Lucie*

Fort Smith, AR:

Arkansas Portion: Crawford, Sebastian*

Oklahoma Portion: Sequoyah

Fort Walton Beach, FL: Okaloosa

Fort Wayne, IN: Allen*, De Kalb, Whitley

Fort Worth - Arlington, TX: Johnson, Parker, Tarrant*

Fresno, CA: Fresno

Gadsden, AL: Etowah

Gainesville, FL: Alachua*, Bradford

Galveston - Texas City, TX: Galveston

Gary - Hammond, IN: Lake*, Porter

Gastonia, NC (See Charlotte-Gastonia-Rock Hill)

Glens Falls, NY: Warren*, Washington

Goshen, IN (See Elkhart-Goshen)

Grand Forks, ND: Grand Forks

Grand Rapids, MI: Kent*, Ottawa

Great Falls, MT: Cascade

Greeley, CO: Weld

Green Bay, WI: Brown

Greensboro - Winston-Salem - High Point, NC: Davidson, Davie, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC: Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi-Gulfport)

Hagerstown, MD: Washington

Hamilton - Middletown, OH: Butler

Hammond, IN (See Gary-Hammond)

Harlingen, TX (See Brownsville-Harlingen)

Harrisburg - Lebanon - Carlisle, PA: Cumberland, Dauphin*, Lebanon*, Perry

Hartford - New Britain - Middletown - Bristol, CT: Hartford*, Middlesex, Tolland

Hickory - Morganton, NC: Alexander, Burke*, Catawba*

High Point, NC (See Greensboro-Winston-Salem-High Point)

Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)

Honolulu, HI: Honolulu

Hopkinsville, TN (See Clarksville-Hopkinsville)

Houma - Thibodaux, LA:

Lafourche*, Terrebonne

Houston, TX: Fort Bend, Harris*, Liberty, Montgomery, Waller

HOUSTON - GALVESTON - BRAZORIA - CONSOLIDATED AREA: Metro Areas: Brazoria, Galveston-Texas City, Houston, TX

Huntington - Ashland, WV-KY:

Kentucky Portion: Boyd*, Carter, Greenup

Ohio Portion: Lawrence

West Virginia Portion: Cabell*, Wayne

Huntsville, AL: Madison

Indianapolis, IN: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Iowa City, IA: Johnson

Jackson, MI: Jackson

Jackson, MS: Hinds*, Madison, Rankin

Jackson, TN: Madison

Jacksonville, FL: Clay, Duval*, Nassau, St. Johns

Jacksonville, NC: Onslow

Jamestown - Dunkirk, NY: Chautauqua

Janesville - Beloit, WI: Rock

Jersey City, NJ: Hudson

Johnson City - Kingsport - Bristol, TN-VA:

Tennessee Portion: Carter, Hawkins, Sullivan*, Unicoi, Washington*

Virginia Portion: Bristol*, Scott, Washington

Johnstown, PA: Cambria*, Somerset

Joliet, IL: Grundy, Will

Joplin, MO: Jasper*, Newton
Kalamazoo, MI: Kalamazoo
Kankakee, IL: Kankakee
Kansas City, MO-KS:
Kansas Portion: Johnson, Leavenworth, Miami, Wyandotte*
Missouri Portion: Cass, Clay, Jackson*, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI: Kenosha
Killeen - Temple, TX: Bell*, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN: Anderson, Blount, Grainger, Jefferson, Knox*, Sevier, Union
Kokomo, IN: Howard*, Tipton
La Crosse, WI: La Crosse
Lafayette - West Lafayette, IN: Tippecanoe
Lafayette, LA: Lafayette, St. Martin
Lake Charles, LA: Calcasieu
Lake County, IL: Lake
Lakeland - Winter Haven, FL: Polk
Lancaster, PA: Lancaster
Lansing - East Lansing, MI: Clinton, Eaton, Ingham*
Laredo, TX: Webb
Las Cruces, NM: Dona Ana
Las Vegas, NV: Clark
Lawrence, KS: Douglas
Lawrence, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK: Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston - Auburn, ME: Androscoggin
Lexington - Fayette, KY: Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
Lima, OH: Allen*, Auglaize
Lincoln, NE: Lancaster
Little Rock - North Little Rock, AR: Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview - Marshall, TX: Gregg*, Harrison*
Lorain - Elyria, OH: Lorain
Los Angeles - Long Beach, CA: Los Angeles
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA: Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA
Louisville, KY:
Indiana Portion: Clark, Floyd, Harrison
Kentucky Portion: Bullitt, Jefferson*, Oldham, Shelby

Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Lubbock, TX: Lubbock
Lynchburg, VA: Amherst, Campbell, Lynchburg*
Macon - Warner Robbins, GA: Bibb*, Houston*, Jones, Peach
Madison, WI: Dane
Manchester - Nashua, NH: Hillsborough
Mansfield, OH: Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall)
McAllen - Edinburg - Mission, TX: Hidalgo
Medford, OR: Jackson
Melbourne - Titusville - Palm Bay, FL: Brevard
Memphis, TN
Arkansas Portion: Crittenden
Mississippi Portion: De Soto
Tennessee Portion: Shelby*, Tipton
Merced, CA: Merced
Meriden, CT (See New Haven-Waterbury-Meriden)
Miami - Hialeah, FL: Dade
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA: Metro Areas: Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL
Middlesex - Somerset - Hunterdon, NJ: Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX: Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI: Milwaukee*, Ozaukee, Washington, Waukesha
MILWAUKEE - RACINE CONSOLIDATED AREA: Metro Areas: Milwaukee, Racine, WI
Minneapolis - St. Paul, MN:
Minnesota Portion: Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington Wright
Wisconsin Portion: St. Croix
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX (See McAllen-Edinburg-Mission)

Mobile, AL: Baldwin, Mobile*
Modesto, CA: Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth - Ocean, NJ: Monmouth, Ocean
Monroe, LA: Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL: Autauga, Elmore, Montgomery*
Moorhead, MN (See Fargo-Moorhead)
Muncie, IN: Delaware
Muskegon, MI: Muskegon
Napa, CA (See Vallejo-Fairfield-Napa)
Naples, FL: Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN: Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau - Suffolk, NY: Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
Newark, NJ: Essex*, Morris, Sussex, Union
New Bedford - Fall River - Attleboro, MA: Bristol
New Britain, CT (See Hartford-New Britain-Middletown-Bristol)
New Haven - Waterbury - Meriden, CT: New Haven
New London - Norwich, CT: New London
New Orleans, LA: Jefferson, Orleans*, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
New York, NY: Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA: Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ; Orange County, NY
Niagara Falls, NY: Niagara
Norfolk - Virginia Beach - Newport News, VA: Chesapeake, Gloucester, Hampton, James City, Newport News*, Norfolk*, Poquoson, Portsmouth, Suffolk, Virginia Beach*, Williamsburg, York
Normal, IL (See Bloomington-Normal)

North Little Rock, AR (See Little Rock-North Little Rock)
Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)
Oakland, CA: Alameda*, Contra Costa
Ocala, FL: Marion
Odessa, TX: Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK: Canadian, Cleveland, Logan, McClain, Oklahoma*, Pottawatomie
Olympia, WA: Thurston
Omaha, NE:
Iowa Portion: Pottawatomie
Nebraska Portion: Douglas*, Sarpy, Washington
Orange County, NY: Orange
Orem, UT (See Provo-Orem)
Orlando, FL: Orange*, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY: Davies
Oxnard - Ventura, CA: Ventura
Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL: Bay
Parkersburg - Marietta, WV - OH: Ohio Portion: Washington*
West Virginia Portion: Wood*
Pascagoula, MS: Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ (See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL: Escambia*, Santa Rosa
Peoria, IL: Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA:
New Jersey Portion: Burlington, Camden, Gloucester
Pennsylvania Portion: Bucks, Chester, Delaware, Montgomery, Philadelphia*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA: Metro Areas: Philadelphia, PA; Trenton, Vineland-Milville-Bridgeton. NJ: Wilmington, DE
Phoenix, AZ: Maricopa
Pine Bluff, AR: Jefferson
Pittsburgh, PA: Allegheny*, Fayette, Washington, Westmoreland
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA: Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA: Berkshire

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Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)

Port Arthur, TX (See Beaumont-Port Arthur)

Portland, ME: Cumberland

Portland, OR: Clackamas, Multnomah*, Washington, Yamhill

PORTLAND - VANCOUVER CONSOLIDATED AREA: Metro Areas: Portland, OR, Vancouver, WA

Portsmouth - Dover - Rochester, NH: Rockingham*, Strafford*

Poughkeepsie, NY: Dutchess

Providence - Pawtucket - Woonsocket, RI: Bristol, Kent*, Providence*, Washington

Provo - Orem, UT: Utah

Pueblo, CO: Pueblo

Racine, WI: Racine

Raleigh - Durham, NC: Durham*, Franklin, Orange, Wake*

Rantoul, IL (See Champaign-Urbana-Rantoul)

Rapid City, SD: Pennington

Reading, PA: Berks

Redding, CA: Shasta

Reno, NV: Washoe

Richland - Kennewick - Pasco, WA: Benton*, Franklin

Richmond - Petersburg, VA: Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Powhatan, Prince George, Richmond City*

Riverside - San Bernardino, CA: Riverside*, San Bernardino*

Roanoke, VA: Botetourt, Roanoke, Roanoke City*, Salem City

Rochester, MN: Olmsted

Rochester, NY: Livingston, Monroe*, Ontario, Orleans, Wayne

Rockford, IL: Boone, Winnebago*

Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)

Rock Island, IL (See Davenport-Rock Island-Moline)

Rome, NY (See Utica-Rome)

Sacramento, CA: El Dorado, Placer, Sacramento*, Yolo

Saginaw - Bay City - Midland, MI: Bay*, Midland*, Saginaw*

St. Cloud, MN: Benton, Sherburne, Stearns*

St. Joseph, MO: Buchanan

St. Louis, MO-IL:

Illinois Portion: Clinton, Jersey, Madison, Monroe, St. Clair

Missouri Portion: Franklin, Jefferson, St. Charles, St. Louis, St. Louis City

St. Paul, MN (See Minneapolis-St. Paul)

St. Petersburg, FL (See Tampa-St. Petersburg)

Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)

Salem, OR: Marion*, Polk

Salinas - Seaside - Monterey, CA: Monterey

Salt Lake City - Ogden, UT: Davis, Salt Lake*, Weber*

San Angelo, TX: Tom Green

San Antonio, TX: Bexar*, Comal, Guadalupe

San Bernardino, CA (See Riverside-San Bernardino)

San Diego, CA: San Diego

San Francisco, CA: Marin, San Francisco*, San Mateo

SAN FRANCISCO - OAKLAND -

SAN JOSE CONSOLIDATED

AREA: Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA

San Jose, CA: Santa Clara

Santa Ana, CA (See Anaheim-Santa Ana)

Santa Barbara - Santa Maria - Lompoc, CA: Santa Barbara

Santa Cruz, CA: Santa Cruz

Santa Fe, NM: Los Alamos, Santa Fe*

Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)

Santa Rosa - Petaluma, CA: Sonoma

Sarasota, FL: Sarasota

Savannah, GA: Chatham*, Effingham

Schenectady, NY (See Albany-Schenectady-Troy)

Scranton - Wilkes-Barre, PA: Columbia, Lackawanna*, Luzerne*, Monroe, Wyoming

Seaside, CA (See Salinas-Seaside-Monterey)

Seattle, WA: King, Snohomish

SEATTLE - TACOMA CONSOLIDATED AREA: Metro Areas: Seattle, Tacoma, WA

Sharon, PA: Mercer

Sheboygan, WI: Sheboygan

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MARKETING.... Branham's marketing, billing and service facilities help advertisers plan and execute their buys with one order and one bill; a must for today's advertiser.

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Sherman - Denison, TX: Grayson Shreveport, LA: Bossier, Caddo*
Sioux City, IA:

Iowa Portion: Woodbury*
Nebraska Portion: Dakota
Sioux Falls, SD: Minnehaha
South Bend - Mishawaka, IN: St. Joseph

Spartanburg, SC (See Greenville-Spartanburg)

Spokane, WA: Spokane

Springdale, AR (See Fayetteville-Springdale)

Springfield, IL: Menard, Sangamon*

Springfield, MA: Hampden*, Hampshire

Springfield, MO: Christian, Greene*

Springfield, OH (See Dayton-Springfield)

Springfield, OR (See Eugene-Springfield)

Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)

State College, PA: Centre

Steubenville - Weirton, OH-WV:

Ohio Portion: Jefferson*
West Virginia Portion: Brooke, Hancock*

Stockton, CA: San Joaquin

Syracuse, NY: Madison, Onondaga*, Oswego

Tacoma, WA: Pierce

Tallahassee, FL: Gadsden, Leon*

Tampa - St. Petersburg - Clearwater, FL: Hernando, Hillsborough*, Pasco, Pinellas*

Tempe, TX (See Killeen-Temple)

Terre Haute, IN: Clay, Vigo*

Texarkana, TX-AR:

Arkansas Portion: Miller*

Texas Portion: Bowie*

Texas City, TX (See Galveston-Texas City)

Titusville, FL (See Melbourne-Titusville-Palm Bay)

Toledo, OH: Fulton, Lucas*, Wood

Topeka, KS: Shawnee

Trenton, NJ: Mercer

Troy, NY (See Albany-Schenectady-Troy)

Tucson, AZ: Pima

Tulsa, OK: Creek, Osage, Rogers, Tulsa*, Wagoner

Tuscaloosa, AL: Tuscaloosa

Tyler, TX: Smith

Urbana, IL (See Champaign-Urbana-Rantoul)

Utica - Rome, NY: Herkimer, Oneida*

Vallejo - Fairfield - Napa, CA: Napa, Solano

Vancouver, WA: Clark

Ventura, CA (See Oxnard-Ventura)

Victoria, TX: Victoria

Vineland - Milville - Bridgeton, NJ: Cumberland

Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)

Visalia - Tulare - Porterville, CA: Tulare

Waco, TX: McLennan

Warren, OH (See Youngstown-Warren)

Washington, DC:

District of Columbia Portion:

District of Columbia*

Maryland Portion: Calvert, Charles, Frederick, Montgomery, Prince George's

Virginia Portion: Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudon, Manassas City, Manassas Park City, Prince William, Stafford

Waterbury, CT (See New Haven-Waterbury-Meriden)

Waterloo - Cedar Falls, IA: Black Hawk*, Bremer

Wausau, WI: Marathon

Weirton, OH (See Steubenville-Weirton)

West Palm Beach - Boca Raton - Delray Beach, FL: Palm Beach

Wheeling, WV:

Ohio Portion: Belmont

West Virginia Portion: Marshall, Ohio*

Wichita, KS: Butler, Sedgwick*

Wichita Falls, TX: Wichita

Wilkes-Barre, PA (See Scranton-Wilkes-Barre)

Williamsport, PA: Lycoming

Wilmington, DE:

Delaware Portion: New Castle*

Maryland Portion: Cecil

New Jersey Portion: Salem

Wilmington, NC: New Hanover

Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)

Winter Haven, FL (See Lakeland-Winter Haven)

Woonsocket, RI (See Providence-Pawtucket-Woonsocket)

Worcester - Fitchburg - Leominster, MA: Worcester

Yakima, WA: Yakima

York, PA: Adams, York*

Youngstown - Warren, OH:

Mahoning*, Trumbull*

Yuba City, CA: Sutter*, Yuba

Yuma, AZ: Yuma



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Sources: Sales and Marketing Management, 1989; ABC Fax-Fax for 6 months ended 3/31/90.

SECTION B

**SUMMARIES
& METRO
MARKET
RANKINGS**

METRO MARKET RANKINGS

1989 Regional and State Summaries of Population

S&MM ESTIMATES

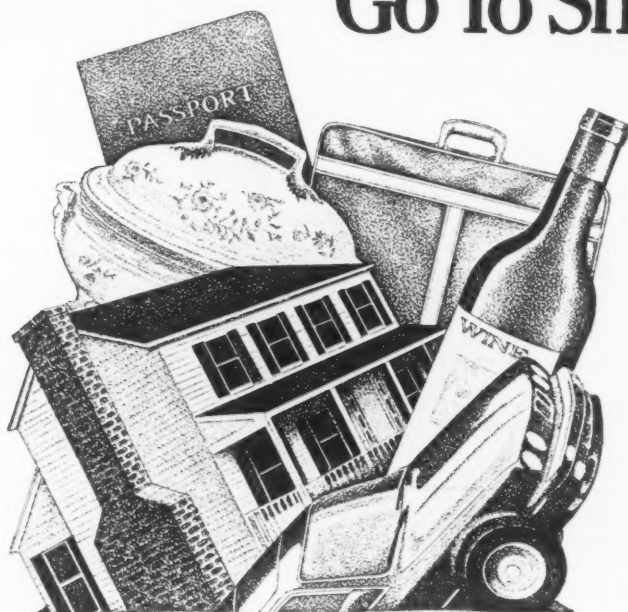
REGION State	12/31/89 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/89 Households (Thousands)	% Of U.S.
				0-17 Years (Thousands)	18-24 Years (Thousands)	25-34 Years (Thousands)	35-49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	13,105.2	5.2454	34.1	3,109.3	1,398.5	2,247.8	2,693.2	3,656.4	4,918.8	5.2637
Connecticut	3,282.1	1.3136	34.8	770.8	330.1	550.8	713.0	917.4	1,213.7	1.2988
Maine	1,222.7	.4894	33.5	313.0	122.9	206.2	246.2	334.4	462.4	.4948
Massachusetts	5,927.5	2.3726	34.2	1,373.6	653.8	1,023.0	1,193.2	1,683.9	2,240.9	2.3980
New Hampshire	1,106.4	.4428	32.9	278.1	116.1	201.1	232.6	278.5	415.7	.4449
Rhode Island	1,004.3	.4020	34.7	230.1	112.6	164.8	194.3	302.5	370.7	.3967
Vermont	562.2	.2250	32.3	143.7	63.0	101.9	113.9	139.7	215.4	.2305
MIDDLE ATLANTIC	37,958.0	15.1928	34.9	9,046.1	3,743.2	6,243.9	8,029.1	10,895.7	14,345.9	15.3513
New Jersey	7,789.8	3.1179	35.0	1,878.6	735.0	1,276.5	1,713.5	2,186.2	2,881.4	3.0833
New York	18,078.2	7.2359	34.8	4,310.5	1,771.4	3,029.0	3,872.1	5,095.2	6,852.1	7.3323
Pennsylvania	12,090.0	4.8390	35.1	2,857.0	1,236.8	1,938.4	2,443.5	3,614.3	4,612.4	4.9357
EAST NORTH CENTRAL	42,486.0	17.0052	32.6	11,109.3	4,570.2	7,275.4	8,722.8	10,808.3	15,902.4	17.0168
Illinois	11,696.9	4.6817	33.0	2,994.6	1,245.9	2,015.5	2,430.6	3,010.3	4,371.4	4.6778
Indiana	5,617.9	2.2486	32.4	1,498.0	608.4	951.0	1,156.1	1,404.4	2,069.4	2.2144
Michigan	9,345.3	3.7405	32.0	2,509.4	1,024.4	1,627.4	1,915.3	2,268.8	3,440.6	3.6817
Ohio	10,934.8	4.3767	33.0	2,832.6	1,154.1	1,853.8	2,257.2	2,837.1	4,161.7	4.4533
Wisconsin	4,891.1	1.9577	32.7	1,274.7	537.4	827.7	963.6	1,287.7	1,859.3	1.9896
WEST NORTH CENTRAL	17,970.2	7.1925	33.1	4,595.0	1,948.1	3,017.7	3,560.3	4,849.1	6,798.1	7.2744
Iowa	2,857.8	1.1439	33.3	730.2	312.3	467.8	549.4	798.1	1,117.2	1.1955
Kansas	2,518.0	1.0078	33.2	627.5	280.0	426.7	496.7	687.1	962.5	1.0299
Minnesota	4,360.1	1.7451	32.3	1,138.4	477.8	771.9	879.7	1,092.3	1,632.3	1.7467
Missouri	5,222.7	2.0904	34.1	1,305.4	538.0	847.3	1,067.6	1,464.4	1,951.4	2.0882
Nebraska	1,606.8	.6431	32.9	415.0	174.6	271.7	311.2	434.3	613.1	.6560
North Dakota	680.8	.2725	31.4	181.8	83.6	116.6	123.9	174.9	249.6	.2671
South Dakota	724.0	.2897	32.2	196.7	81.8	115.7	131.8	198.0	272.0	.2910
SOUTH ATLANTIC	43,545.3	17.4374	33.7	10,649.5	4,575.7	7,473.2	9,182.0	11,664.9	16,526.3	17.6844
Delaware	672.0	.2690	33.0	169.5	75.5	114.1	143.6	169.3	244.1	.2612
District of Columbia	620.1	.2482	33.8	124.0	76.4	125.3	129.4	165.0	254.6	.2724
Florida	12,898.1	5.1625	37.9	2,782.8	1,187.3	1,956.2	2,527.8	4,444.0	5,227.9	5.5962
Georgia	6,526.6	2.6124	31.6	1,780.2	694.2	1,193.4	1,417.5	1,441.3	2,369.1	2.5352
Maryland	4,717.6	1.8882	33.1	1,168.7	493.0	865.2	1,076.9	1,113.8	1,724.3	1.8451
North Carolina	6,603.8	2.6432	32.6	1,673.2	747.7	1,152.7	1,409.5	1,620.7	2,493.0	2.6677
South Carolina	3,526.1	1.4114	31.2	965.3	411.8	623.5	728.4	797.1	1,284.4	1.3744
Virginia	6,104.4	2.4434	32.4	1,513.3	699.6	1,127.9	1,374.5	1,389.1	2,197.8	2.3518
West Virginia	1,896.6	.7591	33.4	492.5	190.2	314.9	374.4	524.6	729.3	.7804
EAST SOUTH CENTRAL	15,576.2	6.2346	32.5	4,184.2	1,662.3	2,593.9	3,193.7	3,942.1	5,769.0	6.1734
Alabama	4,185.7	1.6754	32.6	1,129.4	444.4	684.4	859.5	1,068.0	1,561.9	1.6714
Kentucky	3,766.2	1.5075	32.3	1,008.2	408.6	640.1	764.0	945.3	1,383.2	1.4802
Mississippi	2,657.1	1.0635	31.2	780.8	289.2	416.5	510.4	660.2	942.3	1.0083
Tennessee	4,967.2	1.9682	33.2	1,265.8	520.1	852.9	1,059.8	1,268.6	1,881.6	2.0135
WEST SOUTH CENTRAL	27,132.2	10.8597	31.5	7,449.8	2,992.1	4,778.9	5,547.0	6,364.4	9,869.4	10.5612
Arkansas	2,436.6	.9752	33.9	642.5	237.0	378.6	484.1	694.4	904.1	.9675
Louisiana	4,425.0	1.7711	30.6	1,275.9	508.0	762.7	874.0	1,004.4	1,576.8	1.6873
Oklahoma	3,286.9	1.3156	33.3	842.0	349.0	548.0	675.8	872.1	1,260.4	1.3488
Texas	16,983.7	6.7978	31.2	4,689.4	1,898.1	3,089.6	3,513.1	3,793.5	6,128.1	6.5576
MOUNTAIN	13,690.3	5.4799	31.0	3,785.0	1,525.7	2,542.0	2,805.0	3,032.6	5,133.7	5.4934
Arizona	3,638.8	1.4565	32.5	956.7	392.2	630.5	727.4	932.0	1,403.2	1.5015
Colorado	3,372.5	1.3499	31.2	856.0	393.5	703.9	732.0	687.1	1,314.5	1.4066
Idaho	1,021.2	.4088	30.5	303.2	108.0	179.2	201.9	228.9	362.5	.3879
Montana	814.3	.3260	32.1	217.5	86.3	146.6	165.8	198.1	318.2	.3405
Nevada	1,099.5	.4401	33.0	266.9	114.4	210.2	260.5	247.5	454.1	.4859
New Mexico	1,542.2	.6173	30.5	450.3	169.0	273.8	315.8	333.3	557.3	.5964
Utah	1,719.9	.6884	26.9	597.0	205.0	301.0	304.7	312.2	539.5	.5773
Wyoming	481.9	.1929	29.8	137.4	57.3	96.8	96.9	93.5	184.4	.1973
PACIFIC	38,356.9	15.3525	32.6	9,451.0	4,175.6	7,305.7	8,172.9	9,251.7	14,187.3	15.1414
Alaska	538.3	.2154	28.5	160.4	63.6	128.4	124.7	61.2	187.5	.2006
California	29,227.5	11.6985	32.7	7,142.2	3,202.1	5,525.2	6,254.0	7,104.0	10,700.5	11.4504
Hawaii	1,121.0	.4486	31.1	292.2	132.6	221.9	233.3	241.0	361.7	.3870
Oregon	2,786.5	1.1154	32.9	691.0	277.5	536.2	572.7	709.1	1,090.1	1.1664
Washington	4,683.6	1.8746	32.6	1,165.2	499.8	894.0	988.2	1,136.4	1,847.5	1.9770
TOTAL UNITED STATES	249,840.3	100.0000	32.0	63,399.2	26,591.4	43,478.5	51,906.8	64,465.2	93,450.9	100.0000

1989 Regional and State Summaries of Effective Buying Income

S&MM ESTIMATES

REGION State	1989 Total EBI (\$000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Households by Effective Buying Income Group				
						Under \$10,000 (Thousands)	\$10,000- \$19,999 (Thousands)	\$20,000- \$34,999 (Thousands)	\$35,000- \$49,999 (Thousands)	\$50,000 & Over (Thousands)
NEW ENGLAND	209,072,851	6.3596	15,953	42,505	31,773	643.1	869.3	1,183.4	917.3	1,305.2
Connecticut	58,120,987	1.7679	17,708	47,887	36,407	131.1	181.6	268.2	233.1	399.7
Maine	15,233,417	.4634	12,459	32,944	24,769	74.5	109.6	132.2	79.1	67.0
Massachusetts	97,387,974	2.9624	16,430	43,459	32,521	299.6	382.3	518.8	420.9	619.3
New Hampshire	17,483,992	.5319	15,803	42,059	33,102	45.2	70.1	104.6	82.7	113.1
Rhode Island	13,915,009	.4232	13,855	37,537	28,080	58.9	72.8	95.3	68.1	75.6
Vermont	6,931,472	.2108	12,329	32,180	24,343	33.8	52.9	64.3	33.9	30.5
MIDDLE ATLANTIC	565,304,970	17.1957	14,893	39,405	28,465	2,322.3	2,758.7	3,537.9	2,472.1	3,254.9
New Jersey	138,379,390	4.2092	17,764	48,025	36,201	340.2	438.3	614.3	521.7	966.9
New York	269,608,653	8.2011	14,913	39,347	27,632	1,191.8	1,339.7	1,642.2	1,142.2	1,536.2
Pennsylvania	157,316,927	4.7854	13,012	34,107	25,956	790.3	980.7	1,281.4	808.2	751.8
EAST NORTH CENTRAL	545,453,415	16.5917	12,838	34,300	26,477	2,739.5	3,260.9	4,377.4	2,902.7	2,621.9
Illinois	163,535,104	4.9745	13,981	37,410	28,438	728.2	818.7	1,118.5	813.9	892.1
Indiana	64,443,087	1.9602	11,471	31,141	24,562	366.4	468.4	613.8	359.6	261.2
Michigan	119,757,344	3.6428	12,815	34,807	27,093	590.6	684.0	923.6	645.8	596.6
Ohio	135,228,307	4.1134	12,367	32,494	25,336	757.1	884.0	1,184.0	740.6	596.0
Wisconsin	62,489,573	1.9008	12,776	33,609	26,105	297.2	405.8	537.5	342.8	276.0
WEST NORTH CENTRAL	221,099,584	6.7256	12,304	32,524	23,947	1,297.0	1,559.5	1,847.1	1,101.5	993.0
Iowa	32,743,167	.9960	11,457	29,308	21,823	233.4	279.7	328.8	164.8	110.5
Kansas	32,395,711	.9854	12,866	33,558	24,398	175.7	219.4	264.4	157.4	145.6
Minnesota	57,392,843	1.7458	13,163	35,161	26,848	268.3	338.8	439.1	296.6	289.5
Missouri	64,664,542	1.9670	12,381	33,138	24,484	372.3	436.5	502.1	320.3	320.2
Nebraska	19,268,590	.5862	11,992	31,428	22,811	122.4	146.9	170.8	92.4	80.6
North Dakota	7,213,282	.2194	10,595	28,899	21,101	54.1	64.5	70.4	36.4	24.2
South Dakota	7,421,449	.2258	10,251	27,285	18,640	70.8	73.7	71.5	33.6	22.4
SOUTH ATLANTIC	562,074,345	17.0974	12,902	34,011	25,216	2,925.1	3,444.7	4,223.4	2,646.8	2,986.3
Delaware	9,129,485	.2777	13,586	37,401	27,947	37.1	49.7	64.0	45.1	48.2
District of Columbia	10,175,399	.3095	16,409	39,966	25,095	49.2	53.4	62.4	36.2	53.4
Florida	172,175,222	5.2373	13,349	32,923	24,276	924.1	1,238.2	1,361.7	790.3	915.4
Georgia	78,671,861	2.3931	12,054	33,207	25,136	447.3	504.4	608.4	391.7	417.3
Maryland	75,101,948	2.2844	15,920	43,555	35,185	192.1	261.2	403.9	333.4	533.7
North Carolina	75,515,972	2.2971	11,435	30,291	22,441	497.4	615.8	703.3	376.6	299.9
South Carolina	36,228,624	1.1020	10,274	28,207	21,300	282.7	322.0	363.9	187.2	128.6
Virginia	87,469,474	2.6607	14,329	39,799	30,430	295.2	405.1	554.1	399.6	543.8
West Virginia	17,606,160	.5356	9,283	24,141	18,179	200.0	194.9	201.7	86.7	46.0
EAST SOUTH CENTRAL	160,797,165	4.8913	10,323	27,873	20,316	1,438.9	1,408.2	1,487.9	798.8	635.2
Alabama	42,122,293	1.2813	10,063	26,969	19,768	407.8	381.1	399.6	213.3	160.1
Kentucky	38,721,571	1.1779	10,281	27,994	20,086	347.2	342.0	358.9	193.4	141.7
Mississippi	23,958,764	.7288	9,017	25,426	18,090	269.0	242.3	232.4	113.0	85.6
Tennessee	55,994,537	1.7033	11,273	29,759	22,168	414.9	442.8	497.0	279.1	247.8
WEST SOUTH CENTRAL	298,397,113	9.0768	10,998	30,235	22,129	2,201.4	2,307.2	2,560.4	1,474.7	1,325.7
Arkansas	24,077,964	.7325	9,882	26,632	18,808	236.3	240.8	231.5	110.3	85.2
Louisiana	43,573,006	1.3254	9,847	27,634	20,465	414.4	359.5	399.8	225.3	177.8
Oklahoma	32,266,858	.9815	9,817	25,600	18,746	331.9	335.8	334.0	153.2	105.5
Texas	198,479,285	6.0374	11,686	32,388	23,975	1,218.8	1,371.1	1,595.1	985.9	957.2
MOUNTAIN	158,082,932	4.8084	11,547	30,793	23,980	915.5	1,217.7	1,446.9	829.7	723.9
Arizona	43,289,435	1.3167	11,897	30,851	23,709	254.9	337.6	384.2	223.1	203.4
Colorado	43,552,387	1.3248	12,914	33,132	26,370	206.4	285.9	367.2	231.8	223.2
Idaho	10,675,213	.3247	10,454	29,449	22,344	68.5	93.4	105.8	55.1	39.7
Montana	8,426,508	.2563	10,348	26,482	20,402	71.2	85.0	92.3	42.6	27.1
Nevada	15,358,212	.4671	13,968	33,821	27,348	63.0	99.2	125.7	81.1	85.1
New Mexico	15,319,969	.4660	9,934	27,490	20,309	130.5	144.5	146.4	74.8	61.1
Utah	16,457,853	.5006	9,569	30,506	24,894	83.8	127.6	166.8	92.9	68.4
Wyoming	5,003,355	.1522	10,383	27,133	22,427	37.2	44.5	58.5	28.3	15.9
PACIFIC	567,206,877	17.2535	14,788	39,980	29,652	2,554.4	2,733.3	3,435.7	2,467.8	3,496.1
Alaska	8,079,362	.2458	15,009	43,090	32,678	26.3	32.3	40.7	33.3	54.9
California	444,988,647	13.5358	15,225	41,586	30,713	1,487.1	2,002.0	2,519.4	1,860.9	2,831.1
Hawaii	15,469,740	.4706	13,800	42,770	31,534	42.2	69.6	88.1	64.9	96.9
Oregon	33,083,064	1.0063	11,873	30,349	23,624	200.7	260.8	311.6	177.0	140.0
Washington	65,586,064	1.9950	14,003	35,500	27,901	298.1	368.6	475.9	331.7	373.2
TOTAL UNITED STATES	3,287,489,252	100.0000	13,158	35,179	25,976	16,337.2	19,759.5	24,200.1	15,611.9	17,342.2

Where The West's Big Spenders Go To Shop.



Sunset

Sunset Magazine — an exceptional sales environment for cars, travel, new foods, home-building and remodeling products.

Let's look at a few numbers about Sunset's readers, the West's big spenders:

Base: U.S. Adults	Sunset	West	Rest of U.S.
HHI \$50,000+	47%	28%	23%
Home valued \$125,000+	45	28	16
Hold valid passport	27	18	12
Use travel agent	36	26	20
Own 3+ vehicles	42	37	32
Have bank card	74	58	49
Drank dinner/table wines in last six months	56	35	24

Source: Mediamark Research, Inc., Spring 1990

Yes, the biggest buyers of them all are Sunset readers, whose median income of \$48,060 (52% above the U.S. median) makes them the most attractive target audience in the Western market.

The moral is, talk to people who are ready and able to buy.

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METRO MARKET RANKINGS

1989 Regional and State Summaries of Retail Sales

S&MM ESTIMATES

REGION State	1989 Total Retail Sales (\$000)	% Of U.S.	Per Household Retail Sales	Retail Sales by Store Group						Sales/Advertising Indices		
				Food (\$000)	Eating & Drinking Places (\$000)	General Merchandise (\$000)	Furniture/ Home Furnish./ Appliance (\$000)	Automotive (\$000)	Drug (\$000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	114,022,740	6.6213	23,181	22,615,254	11,677,710	11,207,048	5,579,159	24,829,200	3,261,154	126	6.2155	118
Connecticut	29,192,791	1.6952	24,053	5,599,289	2,648,930	2,960,658	1,552,480	6,386,446	753,530	129	1.6553	126
Maine	10,103,068	.5867	21,849	2,221,725	889,079	873,699	353,863	2,192,770	254,209	120	.5056	103
Massachusetts	51,106,324	2.9677	22,806	9,942,611	5,880,633	4,935,319	2,545,786	11,019,148	1,602,190	125	2.8461	120
New Hampshire	11,508,755	.6683	27,685	2,330,674	962,601	1,294,636	600,222	2,736,946	243,384	151	.5550	125
Rhode Island	7,382,769	.4288	19,916	1,483,769	822,692	820,389	320,412	1,464,564	288,360	107	.4206	105
Vermont	4,729,033	.2746	21,955	1,037,186	473,775	322,347	204,396	1,029,326	119,481	122	.2329	104
MIDDLE ATLANTIC	265,013,099	15.3891	18,473	55,463,914	26,039,023	27,923,990	15,047,300	54,537,851	9,215,872	101	16.2530	107
New Jersey	60,971,615	3.5406	21,160	12,904,132	5,450,502	6,161,990	3,751,386	13,854,024	1,722,180	114	3.7903	122
New York	122,452,786	7.1108	17,871	25,699,743	13,075,505	12,564,403	7,390,802	22,431,072	4,616,638	98	7.6809	106
Pennsylvania	81,588,698	4.7377	17,689	17,060,039	7,513,016	9,197,597	3,903,112	18,242,755	2,877,054	98	4.7818	99
EAST NORTH CENTRAL	284,607,836	16.5268	17,897	52,779,420	27,390,445	36,405,632	14,739,748	65,240,146	10,809,081	97	16.6551	98
Illinois	78,949,322	4.5845	18,060	14,488,125	7,914,662	9,271,608	4,401,022	16,711,127	3,929,148	98	4.7969	103
Indiana	37,142,764	2.1568	17,949	6,488,824	3,535,586	4,486,489	1,711,934	9,043,018	1,440,885	96	2.0770	92
Michigan	64,943,130	3.7712	18,876	11,299,161	6,053,528	9,282,489	3,484,807	15,824,352	2,142,631	101	3.7009	99
Ohio	69,923,217	4.0603	16,802	14,076,398	6,649,430	9,185,799	3,404,200	16,196,501	2,400,020	93	4.1502	95
Wisconsin	33,649,403	1.9540	18,098	6,426,912	3,237,239	4,179,247	1,737,805	7,465,148	896,397	100	1.9281	98
WEST NORTH CENTRAL	118,513,316	6.8820	17,433	22,899,402	11,167,832	15,711,922	4,689,502	27,399,023	3,134,765	96	6.8658	95
Iowa	17,801,489	1.0337	15,934	3,980,050	1,529,839	2,163,125	644,445	4,194,660	539,572	90	1.0368	91
Kansas	15,658,801	.9093	16,269	3,169,231	1,500,640	2,146,020	644,222	3,691,734	378,253	90	.9671	96
Minnesota	32,208,001	1.8703	19,732	5,743,273	3,001,377	4,438,188	1,360,817	6,855,803	822,030	107	1.7830	102
Missouri	34,069,784	1.9784	17,459	6,329,267	3,334,040	4,684,234	1,279,500	8,295,891	871,018	95	1.9951	95
Nebraska	10,000,677	.5807	16,312	1,996,196	1,011,755	1,236,951	473,262	2,225,924	267,744	90	.5599	93
North Dakota	4,408,994	.2561	17,664	801,079	407,719	576,975	137,355	1,079,609	120,790	94	.2410	88
South Dakota	4,365,570	.2535	16,050	880,306	382,462	466,429	149,901	1,055,402	135,358	88	.2469	85
SOUTH ATLANTIC	306,821,204	17.8167	18,566	61,961,848	30,711,807	35,759,437	16,611,554	70,026,157	11,721,303	102	17.3811	100
Delaware	5,585,796	.3244	22,883	1,040,316	500,439	819,723	304,939	1,173,491	195,769	121	.2900	108
District of Columbia	3,812,268	.2213	14,974	658,352	952,011	378,143	188,940	171,906	211,661	89	.2707	109
Florida	97,599,893	5.6676	18,663	19,803,419	10,010,014	11,023,134	5,296,563	23,347,282	3,873,652	110	5.3514	104
Georgia	43,961,456	2.5528	18,556	8,417,780	4,020,665	5,638,720	2,235,014	10,009,092	1,638,543	98	2.4849	95
Maryland	35,045,366	2.0351	20,324	6,856,974	3,408,832	4,149,924	2,070,598	8,057,604	1,240,207	108	2.1304	113
North Carolina	44,059,284	2.5584	17,673	8,776,203	4,130,846	4,727,298	2,561,517	10,157,275	1,742,480	97	2.4448	92
South Carolina	21,712,982	1.2608	16,905	4,717,771	2,163,379	2,377,687	1,141,300	4,660,882	806,279	89	1.2115	86
Virginia	44,840,180	2.6038	20,402	9,343,927	4,246,265	5,138,289	2,410,862	10,270,047	1,526,964	107	2.6001	106
West Virginia	10,203,979	.5925	13,991	2,347,106	879,329	1,506,519	401,821	2,178,578	485,648	78	.5973	79
EAST SOUTH CENTRAL	91,923,987	5.3380	15,934	18,199,349	7,993,527	11,994,292	4,120,988	23,138,103	3,659,045	86	5.2938	85
Alabama	25,122,712	1.4589	16,085	4,884,879	2,117,800	3,073,280	1,113,453	6,720,219	928,940	87	1.4134	84
Kentucky	22,465,835	1.3046	16,242	4,667,319	2,136,783	2,969,164	978,115	5,024,269	983,882	87	1.2817	85
Mississippi	13,426,461	.7796	14,249	3,001,774	1,015,401	1,952,686	489,738	3,219,004	566,314	73	.8110	76
Tennessee	30,908,979	1.7949	16,427	5,645,377	2,723,543	3,999,162	1,539,682	8,174,611	1,179,909	90	1.7877	90
WEST SOUTH CENTRAL	174,152,340	10.1128	17,646	40,044,015	16,953,943	22,460,712	7,575,344	40,076,302	4,858,335	93	9.7442	90
Arkansas	14,401,211	.8362	15,929	3,187,807	1,125,601	2,083,550	532,721	3,398,162	375,800	86	.8121	83
Louisiana	26,522,397	1.5401	16,820	6,786,130	2,493,869	3,631,899	1,107,957	5,353,097	1,087,069	87	1.4790	84
Oklahoma	19,852,439	1.1529	15,751	4,619,359	1,955,256	2,441,356	868,311	4,858,422	514,170	88	1.0997	84
Texas	113,376,293	6.5836	18,501	25,450,719	11,379,217	14,363,907	5,066,355	26,466,621	2,881,296	97	6.3534	93
MOUNTAIN	86,517,549	5.0242	16,853	18,794,612	8,903,891	10,095,609	4,528,447	18,555,473	2,538,435	92	5.0075	91
Arizona	24,046,270	1.3964	17,137	5,529,278	2,370,258	2,768,630	1,362,250	5,181,162	920,800	96	1.3686	94
Colorado	22,925,406	1.3313	17,440	4,746,470	2,542,664	2,867,018	1,290,048	4,664,102	493,581	99	1.3318	99
Idaho	5,513,716	.3202	15,210	1,258,700	503,103	514,160	263,708	1,329,141	164,978	78	.3402	83
Montana	4,904,084	.2848	15,412	1,161,006	515,498	462,869	227,520	1,021,461	142,691	87	.2787	85
Nevada	8,030,236	.4663	17,684	1,684,217	841,300	957,312	336,194	1,705,446	284,976	106	.4615	105
New Mexico	8,944,868	.5194	16,050	1,787,112	966,980	1,110,603	411,046	1,975,774	292,586	84	.5123	83
Utah	9,340,912	.5425	17,314	2,029,931	859,132	1,123,366	536,494	2,068,343	179,642	79	.5507	80
Wyoming	2,812,057	.1633	15,250	587,898	304,956	291,651	101,187	590,044	59,181	85	.1637	85
PACIFIC	280,513,452	16.2891	19,772	56,862,698	32,864,298	31,720,909	16,454,884	58,118,746	11,637,794	106	16.5940	108
Alaska	4,342,669	.2521	23,161	1,061,600	580,893	590,862	135,405	628,284	132,820	117	.2416	112
California	213,316,595	12.8717	19,935	42,509,454	24,718,183	23,284,295	13,269,331	45,042,059	9,097,432	106	12.8237	110
Hawaii	9,736,705	.5654	26,919	1,851,894	1,691,078	1,362,166	361,861	1,457,722	551,885	126	.4946	110
Oregon	20,225,882	1.1745	18,554	3,879,522	2,141,884	2,870,152	980,586	4,652,671	582,193	103	1.0786	97
Washington	32,891,601	1.9100	17,803	7,560,228	3,732,260	3,613,434	1,707,701	6,336,010	1,273,464	102	1.9455	104
TOTAL UNITED STATES	1,722,085,523	100.0000	18,428	349,810,512	173,702,476	203,279,551	89,346,946	381,909,001	60,835,684	100	100.0000	100

METRO MARKET RANKINGS

Total Population

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	8,813.6	1	Melbourne-Titusville-Palm Bay	413.9	107	Clarksville-Hopkinsville	161.0	215
New York	8,602.1	2	York	413.7	108	Lima	160.2	216
Chicago	6,214.4	3	Lakeland-Winter Haven	410.7	109	Muskogee	160.0	217
Philadelphia	4,934.9	4	Saginaw-Bay City-Midland	408.9	110	Fort Walton Beach	158.9	218
Detroit	4,385.4	5	Canton	406.8	111	Olympia	157.6	219
Washington	3,778.2	6	Augusta	406.1	112	Parkersburg-Marionette	156.6	220
Boston-Lawrence-Salem-Lowell-Brockton	3,736.4	7	Jackson, Miss.	402.6	113	Tyler	153.1	221
Houston	3,244.6	8	Colorado Springs	400.9	114	Elkhart-Goshen	152.3	222
Atlanta	2,816.6	9	Des Moines	395.9	115	Fargo-Moorhead	152.1	223
Nassau-Suffolk	2,669.9	10	Joliet	388.9	116	Athens	151.3	224
San Diego	2,486.5	11	McAllen-Edinburg-Mission	384.8	117	Jackson, Mich.	150.7	225
St. Louis	2,484.9	12	Santa Rosa-Petaluma	380.1	118	Steubenville-Weirton	149.8	226
Dallas	2,481.9	13	Fort Wayne	367.9	119	Lynchburg	149.3	227
Riverside-San Bernardino	2,434.1	14	Davenport-Rock Island-Moline	367.5	120	Richland-Kennebec-Pasco	149.0	228
Minneapolis-St. Paul	2,402.8	15	Beaumont-Port Arthur	367.0	121	Waterloo-Cedar Falls	148.6	229
Baltimore	2,383.1	16	Aurora-Elgin	362.3	122	Tuscaloosa	148.0	230
Anaheim-Santa Ana	2,314.0	17	Corpus Christi	361.1	123	Medford	147.1	231
Phoenix	2,108.6	18	Daytona Beach	359.5	124	Anderson, S.C.	146.0	232
Pittsburgh	2,103.4	19	Pensacola	358.6	125	Redding	144.8	233
Tampa-St. Petersburg-Clearwater	2,080.2	20	Shreveport	358.1	126	Monroe	143.7	234
Oakland	2,049.4	21	Spokane	358.1	127	Pittsfield	141.9	235
Newark	1,896.4	22	Modesto	355.6	128	Bangor	141.6	236
Miami-Hialeah	1,885.9	23	Salinas-Seaside-Monterey	355.0	129	Vineyard-Millville-Bridgeton	141.6	237
Seattle	1,864.9	24	Madison	354.9	130	Naples	141.1	238
Cleveland	1,839.5	25	Lexington-Fayette	354.1	131	Battle Creek	140.0	239
Denver	1,681.9	26	Santa Barbara-Santa Maria-Lompoc	348.5	132	Eau Claire	140.0	240
San Francisco	1,598.4	27	Peoria	346.9	133	Florence, Ala.	139.7	241
Kansas City	1,585.0	28	Portsmouth-Dover-Rochester	345.2	134	Greeley	139.5	242
San Jose	1,456.29	29	Reading	333.3	135	Jonesville-Beaumont	139.5	243
Cincinnati	1,431.1	30	Manchester-Nashua	333.1	136	Alexandria, La.	139.2	244
Sacramento	1,444.9	31	Trenton	332.0	137	Burlington, Vt.	138.6	245
Milwaukee	1,404.4	32	Huntington-Ashland	328.8	138	Joplin	135.6	246
Norfolk-Virginia Beach-Newport News	1,380.9	33	Fort Myers-Cape Coral	322.3	139	Panama City	134.7	247
Columbus, Ohio	1,353.4	34	Utica-Rome	318.3	140	Dorham	134.4	248
San Antonio	1,321.0	35	Atlantic City	316.7	141	Los Cruces	134.2	249
New Orleans	1,311.8	36	Appleton-Oshkosh-Neenah	315.4	142	Total Top 250	185,073.3	
Fort Worth-Arlington	1,294.3	37	Montgomery	308.3	143	Altoona	133.0	251
Bergen-Passaic	1,293.1	38	Visalia-Tulare-Porterville	307.7	144	Terre Haute	132.2	252
Fort Lauderdale-Hollywood-Pompano Beach	1,255.0	39	Macon-Warner Robins	294.6	145	Anderson, Ind.	131.4	253
Indianapolis	1,254.9	40	Orange County, N.Y.	294.3	146	Cascadia	129.8	254
Portland, Ore.	1,193.1	41	Rockford	285.5	147	Manfield	129.3	255
Charlotte-Gastonia-Rock Hill	1,127.9	42	Evansville	282.0	148	Pueblo	129.0	256
Hartford-New Britain-Middletown-Bristol	1,125.4	43	Hamilton-Middletown	282.0	149	Jacksonville, N.C.	128.7	257
Salt Lake City-Ogden	1,069.0	44	Erie	280.5	150	Charlottesville	128.0	258
Orlando	1,044.2	45	Total Top 150	165,822.6		Siox Falls	127.8	259
Rochester, N.Y.	1,033.7	46	Ann Arbor	276.3	151	Bloomington-Normal	127.0	260
Middlesex-Somerset-Hunterdon	991.3	47	Lorain-Elyria	274.4	152	Laredo	126.3	261
Nashville	987.6	48	Salem, Ore.	272.1	153	Wichita Falls	125.9	262
Monmouth-Ocean	987.0	49	Eugene-Springfield	271.6	154	Lafayette-West Lafayette	125.8	263
Memphis	986.0	50	Sarasota	268.8	155	Annisson	125.3	264
Total Top 50	113,608.9		Brownsville-Harlingen	266.6	156	Dessa	125.1	265
Oklahoma City	973.7	51	Poughkeepsie	265.3	157	Bryan-College Station	124.6	266
Buffalo	968.2	52	Binghamton	263.7	158	Sharon	124.1	267
Louisville	967.5	53	Fayetteville, N.C.	262.0	159	Decatur, Ill.	123.7	268
Dayton-Springfield	945.5	54	Charleston, W.Va.	261.4	160	Abilene	123.3	269
Greensboro-Winston-Salem-High Point	938.2	55	Columbus, Ga.	256.1	161	Kenosha	122.8	270
Birmingham	938.1	56	New London-Norwich	255.8	162	Yuba City	122.6	271
Jacksonville, Fla.	938.0	57	Johnstown	253.0	163	Texarkana	122.0	272
Providence-Pawtucket-Woonsocket	917.4	58	Provo-Orem	252.2	164	Bellingham	121.9	273
West Palm Beach-Boca Raton-Delray Beach	870.9	59	Savannah	251.2	165	Florence, S.C.	121.7	274
Albany-Schenectady-Troy	859.0	60	Killeen-Temple	249.4	166	Muncie	120.4	275
Richmond-Petersburg	855.0	61	Huntsville	247.1	167	Wilmington, N.C.	120.0	276
Honolulu	853.7	62	Reno	246.0	168	Williamport	119.8	277
Bridgeport-Stamford-Norwalk-Danbury	825.3	63	Duluth	245.0	169	Lawton	119.1	278
New Haven-Waterbury-Meriden	801.3	64	South Bend-Mishawaka	244.0	170	Hagerstown	118.5	279
Austin	750.3	65	Fort Pierce	240.4	171	Albany, Ga.	118.3	280
Tulsa	740.5	66	Santa Cruz	238.7	172	State College	118.0	281
Scranton-Wilkes-Barre	740.3	67	Springfield, Mo.	237.8	173	Siox Falls	117.1	282
Raleigh-Durham	698.5	68	Portland, Me.	237.6	174	Billings	116.8	283
Worcester-Fitchburg-Leominster	687.1	69	Tallahassee	235.7	175	Glens Falls	116.0	284
Allentown-Bethlehem-Easton	684.0	70	Roscoe	229.6	176	Wausau	114.4	285
Oxnard-Ventura	673.2	71	Hickory-Morganton	227.4	177	Santa Fe	113.5	286
Grand Rapids	669.0	72	Lubbock	225.4	178	Fayetteville-Springdale	112.7	287
Tucson	663.1	73	Vancouver	224.8	179	Danville, Va.	111.2	288
Las Vegas	661.4	74	Boulder-Longmont	223.2	180	Midland, Tex.	110.1	289
Syracuse	656.1	75	Kalamazoo	220.6	181	Columbia, Mo.	107.7	290
Akron	654.5	76	Anchorage	220.2	182	Burlington, N.C.	105.6	291
Fresno	630.6	77	Niagara Falls	219.3	183	Gadsden	104.3	292
Greenville-Spartanburg	629.0	78	Galveston-Texas City	216.0	184	Decatur, Ala.	104.2	293
Toledo	620.8	79	Lincoln	212.1	185	Lewiston-Auburn	104.1	294
Omaha	620.1	80	Gainesville	211.8	186	Sheboygan	103.9	295
Gary-Hammond	619.2	81	Lafayette, La.	210.4	187	Bloomington, Ind.	103.1	296
Knoxville	609.7	82	Biloxi-Gulfport	206.8	188	Cumberland	103.1	297
Springfield, Mass.	595.7	83	Ocala	203.3	189	Rochester, Minn.	101.9	298
Harrisburg-Lebanon-Carlisle	594.0	84	Amarillo	197.7	190	Kankakee	101.3	299
El Paso	589.4	85	Springfield, Ill.	196.8	191	Kokomo	100.5	300
Wilmington, Del.	579.6	86	Bradenton	196.1	192	San Angelo	99.7	301
Tacoma	562.3	87	Waco	193.6	193	Sherman-Denison	97.9	302
Jersey City	541.9	88	Yuma	192.1	194	La Crosse	97.0	303
Baton Rouge	539.6	89	Beaver County, Pa.	191.8	195	Elmira	96.5	304
Bakersfield	534.9	90	Brazoria	191.4	196	Pine Bluff	94.0	305
Little Rock-North Little Rock	519.2	91	Fort Collins-Loveland	190.2	197	Dubuque	90.5	306
Charleston, S.C.	514.2	92	Yakima	188.5	198	Bismarck	90.5	307
Lake County, Ill.	508.2	93	Fort Smith	187.8	199	Owensboro	88.1	308
Youngstown-Warren	507.0	94	Total Top 200	177,355.4		Iowa City	87.2	309
Albuquerque	503.1	95	St. Cloud	185.7	201	St. Joseph	85.6	310
New Bedford-Fall River-Artibeles	498.1	96	Hauma-Thibodaux	183.1	202	Rapid City	81.2	311
Mobile	490.9	97	Bremerton	181.5	203	Jackson, Tenn.	79.0	312
Stockton	479.4	98	Chico	181.4	204	Great Falls	78.3	313
Columbia, S.C.	461.2	99	Merced	179.5	205	Lawrence, Kan.	77.1	314
Wichita	452.6	100	Asheville	175.0	206	Victoria	75.9	315
Total Top 100	147,765.5		Racine	174.3	207	Cheyenne	74.3	316
Jackson City-Kingsport-Bristol	452.1	101	Champaign-Urbana-Rantoul	174.0	208	Grand Forks	71.3	317
Chattanooga	442.1	102	Lake Charles	173.8	209	Casper	65.8	318
Vallejo-Fairfield-Napa	435.2	103	Cedar Rapids	172.9	210	End	59.7	320
Lansing-East Lansing	434.8	104	Longview-Marshall	171.5	211			
Flint	433.7	105	Benton Harbor	169.0	212			
Lancaster	415.7	106	Topeka	168.6	213			
				166.1	214			
						Total Above Areas	192,667.8	
						Percent of U.S.	77.1164	
						U.S. Total	249,840.3	

METRO MARKET RANKINGS

Suburban Population

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	4,571.8	1	Lansing-East Lansing	260.3	107	Annisston	94.9	215
Philadelphia	3,180.6	2	Tucson	260.2	108	Joplin	94.5	216
Detroit	3,136.8	3	Saginaw-Bay City-Midland	259.7	109	South Bend-Mishawaka	94.4	217
Chicago	3,095.9	4	Reading	256.2	110	Springfield, Ill.	93.7	218
Washington	2,963.3	5	Toledo	253.0	111	Springfield, Mo.	93.2	219
Nassau-Suffolk	2,669.9	6	Huntington-Ashland	245.9	112	Racine	92.5	220
Boston-Lawrence-Salem-Lowell-Brockton	2,512.0	7	Melbourne-Titusville-Palm Bay	242.8	113	Pittsfield	92.4	221
Atlanta	2,318.6	8	Trenton	239.6	114	Boulder-Longmont	91.9	222
Riverside-San Bernardino	2,021.0	9	Little Rock-North Little Rock	236.3	115	Corpus Christi	91.3	223
St. Louis	1,871.10	10	Poughkeepsie	234.7	116	Boise	90.5	224
Anaheim-Santa Ana	1,817.8	11	Stockton	230.9	117	Florence, S.C.	88.4	225
Pittsburgh	1,700.5	12	Santa Rosa-Petaluma	228.0	118	Redding	88.1	226
Minneapolis-St. Paul	1,689.3	13	Johnstown	222.2	119	Monroe	80.4	229
Baltimore	1,595.7	14	Fort Myers-Cape Coral	215.5	120	Wichita	87.6	228
Oakland	1,521.8	15	Sarasota	212.4	121	Alexandria, La.	86.8	229
Newark	1,473.2	16	Binghamton	211.9	122	Charlottesville	86.8	229
Houston	1,452.3	17	Utica-Rome	207.7	123	Waco	85.7	231
Tampa-St. Petersburg-Clearwater	1,438.4	18	Charleston, W.Va.	205.7	124	Battle Creek	85.4	232
Cleveland	1,315.0	19	Peoria	204.6	125	Esu Claire	84.5	233
Dallas	1,283.7	20	Aurora-Elgin	201.8	126	Hagerstown	84.0	234
Seattle	1,274.6	21	Des Moines	199.1	127	State College	83.9	235
San Diego	1,267.7	22	Fort Pierce	199.0	128	Elkhart-Goshen	83.8	236
Miami-Mialeah	1,224.3	23	Jackson, Miss.	198.4	129	Shreveport	82.4	237
Denver	1,186.24	24	McAllen-Edinburg-Mission	197.1	130	Lynchburg	80.9	238
New York	1,176.4	25	Vallejo-Fairfield-Napa	195.5	131	Greentree	80.4	239
Bergen-Passaic	1,154.5	26	Beaver County, Pa.	191.4	132	Waynes	80.4	239
Cincinnati	1,076.27	27	Beaumont-Port Arthur	190.8	133	Altoona	80.0	241
Monmouth-Ocean	987.0	28	Brazoria	190.2	134	Cumberland	80.0	241
Sacramento	968.19	29	Omaha	189.9	135	El Paso	79.3	243
Middlesex-Somerset-Hunterdon	912.7	30	Santa Cruz	189.8	136	Dorham	78.3	244
Fort Lauderdale-Hollywood-Pompano Beach	899.5	31	New London-Norwich	187.9	137	Decatur, Ala.	78.3	244
Kansas City	887.5	32	Fayetteville, N.C.	185.9	138	Mansfield	77.8	246
Orlando	875.3	33	Spokane	185.3	139	Huntsville	77.5	247
San Francisco	867.34	34	Fort Wayne	184.5	140	Terre Haute	75.9	249
Salt Lake City-Ogden	842.4	35	Davenport-Rock Island-Moline	184.0	141	Las Cruces	75.6	249
Hartford-New Britain-Middletown-Bristol	841.0	36	Salinas-Seaside-Monterey	183.1	142	Bellingham	74.6	250
Rochester, N.Y.	760.6	37	Hickory-Morganton	182.8	143	Total Top 250	111,143.2	
Milwaukee	746.2	38	Visalia-Tulare-Porterville	182.4	144	Kankakee	73.4	251
Portland, Ore.	744.4	39	Vancouver	179.8	145	Columbus, Ga.	72.9	252
New Orleans	738.4	40	Santa Barbara-Santa Maria-Lompoc	179.6	146	Longview-Marshall	71.9	253
Dayton-Springfield	696.4	41	Salem, Ore.	176.1	147	Tuscaloosa	71.9	253
Columbus, Ohio	693.9	42	Portland, Me.	174.2	148	Anderson, Ind.	70.9	255
West Palm Beach-Boca Raton-Delray Beach	679.9	43	Kodiak	174.1	149	Fort Collins-Loveland	70.3	256
San Jose	649.3	44	Appleton-Oshkosh-Neenah	172.7	150	Danville, Va.	66.3	257
Louisville	649.0	45	Total Top 150	100,182.9		Burlington, N.C.	66.0	258
Buffalo	645.0	46	Hamilton-Middletown	170.1	151	Texarkana	65.9	259
Albany-Schenectady-Troy	643.4	47	Erie	165.7	152	Decor Rapids	61.3	260
Providence-Pawtucket-Woonsocket	639.4	48	Ann Arbor	164.7	153	Elmira	60.5	261
Birmingham	628.4	49	Wichita	164.7	153	Lafayette-West Lafayette	59.5	262
Richmond-Petersburg	598.8	50	Niagara Falls	155.5	156	Wilmington, N.C.	59.5	262
Total Top 50	69,551.4		Benton Harbor	154.1	157	Gadsden	58.1	264
Charlotte-Gastonia-Rock Hill	598.4	51	Manchester-Nashua	151.7	158	Richland-Kennebec-Pasco	56.2	265
Fort Worth-Arlington	588.6	52	Bradenton	151.1	159	Shaboyan	55.8	267
Scranton-Wilkes-Barre	585.9	53	Rockford	148.1	160	Champaign-Urbana-Rantoul	55.4	268
Phoenix	551.0	54	Chicago	147.3	161	Kokomo	55.1	269
Greenville-Spartanburg	523.7	55	Bremerton	145.0	162	Santa Fe	53.6	270
Greensboro-Winston-Salem-High Point	523.0	56	Lorain-Elyria	144.6	163	Kenosha-Beloit	51.3	272
Indianapolis	517.3	57	Kalamazoo	143.8	164	Fargo-Moorhead	51.3	272
Wilmington, Del.	508.1	58	St. Cloud	143.5	165	Bloomington, Ind.	49.3	273
Syracuse	499.0	59	Yakima	140.8	166	Waterloo-Cedar Falls	48.5	274
Harrisburg-Lebanon-Carlisle	494.5	60	Duluth	136.2	168	Clarksville-Hopkinsville	47.5	275
Allentown-Bethlehem-Easton	476.1	61	Wheeling	134.8	169	Muncie	46.9	276
New Haven-Waterbury-Meriden	458.4	62	Fort Walton Beach	134.2	170	La Crosse	46.4	277
Nashville	453.3	63	Fort Walton Beach	133.9	171	Kenosha	46.4	278
Worcester-Fitchburg-Leominster	450.0	64	Killeen-Temple	133.9	171	Yuma	43.4	279
Grand Rapids	448.3	65	Houma-Thibodaux	133.6	172	Topeka	43.1	280
Honolulu	446.8	66	Roskilde	128.7	173	Columbia, Mo.	43.0	281
Charleston, S.C.	443.7	67	Reno	127.0	174	Sheridan-Devotion	41.2	283
Oxnard-Ventura	440.0	68	Merced	126.3	175	Lewisville-Auburn	40.1	284
Las Vegas	441.4	69	Olympia	125.8	176	Bismarck	40.1	284
Bridgeport-Stamford-Norwalk-Danbury	441.3	70	Lexington-Fayette	125.5	177	Fayetteville-Springdale	40.1	284
Oklahoma City	438.5	71	Vineyard-Millville-Bridgeton	124.5	178	Rochester, Minn.	40.0	286
Knoxville	406.2	72	Sioux City	122.8	179	Shenandoah	39.8	287
Tacoma	400.0	73	Evansville	122.1	180	Sioux Falls	37.8	288
Lake County, Ill.	387.7	74	Albuquerque	120.8	181	Lubbock	37.5	289
Akron	376.1	75	Eugene-Springfield	120.4	182	Billings	36.8	290
York	368.5	76	Muskegon	120.0	183	Bloomington-Normal	36.7	291
Bakersfield	368.1	77	Naples	119.7	184	Iowa City	36.5	292
Tulsa	357.9	78	Anderson, S.C.	116.3	185	Amory	36.1	293
Columbia, S.C.	356.9	79	Lafayette, La.	115.2	186	Decatur, Ill.	35.5	294
Gary-Hammond	363.7	80	Galveston-Texas City	114.4	187	Lawton	34.1	295
Augusta	361.4	81	Biloxi-Gulfport	114.1	188	Albany, Ga.	33.9	296
Lancaster	350.1	82	Lima	112.9	189	Dubuque	31.4	297
Youngstown-Warren	352.0	83	Jackson, Mich.	112.8	190	Owensboro	30.2	298
Springfield, Mass.	336.5	84	Bangor	111.0	191	Wichita Falls	26.9	299
Johnson City-Kingsport-Bristol	330.8	85	Provo-Orem	111.0	191	Odesa	26.8	300
Raleigh-Durham	328.8	86	Montgomery	110.8	193	Pueblo	26.6	301
Joliet	312.7	87	Fort Smith	109.4	194	Jackson, Tenn.	25.3	302
Lakeland-Winter Haven	307.4	88	Colorado Springs	109.3	195	Sioux Falls	25.2	303
Fresno	305.1	89	Ashville	109.0	196	Grand Forks	25.2	304
Baton Rouge	300.4	90	Sharon	108.4	197	Rapid City	23.0	305
San Antonio	296.3	91	Athens	107.2	198	Casper	21.8	306
New Bedford-Fall River-Annebor	294.9	92	Stuebenville-Weirton	104.3	199	Lincoln	21.3	307
Orange County, N.Y.	294.3	93	Florence, Ala.	104.3	200	Great Falls	20.8	308
Pensacola	293.6	94	Total Top 200	106,692.3		Chapin	20.4	309
Flint	291.4	95	Parkersburg-Marietta	102.4	201	Pine Bluff	19.4	310
Memphis	291.4	95	Brownsville-Harlingen	102.3	202	Victoria	19.1	311
Jersey City	285.1	97	Tallahassee	101.6	203	Lawrence, Kans.	16.9	312
Mobile	280.7	98	Medford	101.2	204	St. Joseph	12.5	313
Atlantic City	280.2	99	Glens Falls	99.3	205	Endicott	11.1	314
Jacksonville, Fla.	277.3	100	Yuba City	99.1	206	Bryan-College Station	11.1	315
Total Top 100	89,462.2		Jacksonville, N.C.	98.6	207	Midland, Tex.	10.3	316
Chattanooga	276.9	101	Pascagoula	98.6	207	San Angelo	10.2	317
New Bedford-Fall River-Annebor	274.7	102	Lake Charles	98.5	209	Abilene	9.3	318
Norfolk-Virginia Beach-Newport News	274.2	103	Savannah	97.9	210	Laredo	9.3	319
Portsmouth-Dover-Rochester	267.1	104	Burlington, Vt.	97.7	211	Andover	9.0	320
Austin	262.6	105	Panama City	97.3	212	Total Above Areas	113,937.2	
Canton	262.2	106	Green Bay	96.9	213	Percent of U.S.	100,000	
			Jamestown-Dunkirk	95.7	214	U.S. Total	113,937.2	

Black Population

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
New York	2,265.2	1	Blasi-Gulfport	39.6	107	New Bedford-Fall River-Arlisboro	8.9	215
Chicago	1,477.1	2	Alexandria, La.	39.5	108	Utica-Rome	8.9	215
Los Angeles-Long Beach	1,179.2	3	Fresno	39.1	109	Waterloo-Cedar Falls	8.9	215
Washington	1,023.9	4	Knoxville	39.0	110	Lancaster	8.8	218
Philadelphia	964.6	5	Vallejo-Fairfield-Napa	38.9	112	Santa Barbara-Santa Maria-Lompoc	8.7	219
Detroit	919.0	6	Harrisburg-Lebanon-Carlisle	38.8	113	Muncie	8.3	220
Atlanta	660.4	7	Joliet	38.7	114	Abilene	8.3	220
Houston	645.5	8	Fort Pierce	38.7	114	Sherman-Danison	7.6	223
Baltimore	621.8	9	Pine Bluff	38.5	115	Huntington-Ashland	7.4	224
Newark	466.0	10	Melbourne-Titusville-Palm Bay	37.3	116	Elkhart-Goshen	7.3	225
New Orleans	438.9	11	Springfield, Mass.	37.0	117	Columbic, Mo.	7.1	226
St. Louis	420.0	12	Wichita	36.8	118	Fort Smith	6.8	227
Dallas	417.4	13	Danville, Va.	36.3	119	Madison	6.3	229
Memphis	411.8	14	Lake County, Ill.	36.2	120	Steuersville-Weirton	6.2	230
Norfolk-Virginia Beach-Newport News	394.4	15	Clarksville-Hopkinsville	35.6	121	Odessa	6.1	231
Miami-Hialeah	389.6	16	Tyler	35.5	122	Sharon	5.8	232
Cleveland	359.2	17	Albany-Schenectady-Troy	35.1	123	Bloomington-Normal	5.7	233
Oakland	335.7	18	Syracuse	35.1	123	Hagerstown	5.6	234
Birmingham	269.2	19	Tacoma	35.0	126	Janesville-Beloit	5.1	235
Richmond-Petersburg	248.0	20	Portland, Ore.	32.9	127	Scranton-Wilkes-Barre	4.8	237
Charlotte-Gastonia-Rock Hill	244.3	21	Ann Arbor	32.8	129	Kokomo	4.8	237
Boston-Lawrence-Salem-Lowell-Brockton	208.9	22	Waco	32.8	129	Victoria	4.7	239
Jacksonville, Fla.	208.7	23	Lynchburg	32.8	129	Reno	4.3	241
Tampa-St. Petersburg-Clearwater	205.1	24	Ocala	31.6	131	Elmira	4.3	241
Kansas City	199.4	25	Fort Wayne	31.0	132	Santa Ana	4.3	241
Raleigh-Durham	193.3	26	Providence-Pawtucket-Woonsocket	30.9	133	Spokane	4.3	241
Nassau-Suffolk	193.1	27	Anaheim-Santa Ana	30.0	134	Visalia-Tulare-Porterville	4.2	243
Greensboro-Winston-Salem-High Point	191.2	28	Dorham	29.1	136	Santa Rosa-Petaluma	4.1	244
Cincinnati	185.9	29	Atlanta, S.C.	28.8	137	Lincoln	3.9	245
Indianapolis	185.0	30	Athens	28.3	138	Modesto	3.9	245
Jackson, Miss.	178.8	31	Roanoke	28.2	139	Wheeling	3.9	245
Pittsburgh	175.8	32	Bakersfield	28.0	140	Binghamton	3.7	248
Milwaukee	168.0	33	Benton Harbor	27.4	141	Owensboro	3.7	248
Charleston, S.C.	165.4	34	Wilmington, N.C.	27.4	141	Johnstown	3.5	250
Nashville	162.8	35	Anderson, S.C.	27.4	141	Total Top 250	25,545.9	
Fort Lauderdale-Hollywood-Pompano Beach	160.4	36	Fort Myers-Cape Coral	27.4	141	Lawrence, Kans.	3.4	251
Columbus, Ohio	159.1	37	Pasagoula	27.0	144	Springfield, Mo.	3.3	252
Baton Rouge	157.7	38	Jacksonville, N.C.	26.9	145	Yuba City	3.2	253
Mobile	150.7	39	Lansing-East Lansing	26.8	146	Bremerton	3.1	254
San Diego	145.9	40	Colorado Springs	26.8	147	Cedar Rapids	3.1	254
Fort Worth-Arlington	144.2	41	Canton	25.4	148	Kenosha	3.1	254
Orlando	137.7	42	Stockton	25.3	149	Bloomington, Ind.	2.9	257
Gary-Hammond	135.2	43	Houma-Thibodaux	25.2	150	St. Joseph	2.7	258
Columbia, S.C.	134.7	44	Jackson, Tenn.	25.2	150	Yuma	2.7	258
San Francisco	133.9	45	Total Top 150	24,307.8		Pueblo	2.5	260
Riverside-San Bernardino	132.9	46	South Bend-Mishawaka	23.7	150	Pittsfield	2.2	263
Louisville	129.0	47	El Paso	24.3	152	Richland-Kennebec-Pasco	2.4	261
Dayton-Springfield	128.8	48	Rockford	24.3	153	Cheyenne	2.2	263
Augusta	127.5	49	Vineland-Millville-Bridgeton	23.7	155	Cumberland	2.2	263
Shreveport	126.2	50	Annisston	23.0	156	Lafayette-West Lafayette	2.2	263
Total Top 50	18,877.1		Muskogean	22.5	157	Jamestown-Dunkirk	2.0	266
West Palm Beach-Boca Raton-Delray Beach	124.2	51	Salinas-Seaside-Monterey	22.1	159	Las Cruces	2.1	266
Greenville-Spartanburg	114.9	52	Burlington, N.C.	21.5	160	Portsmouth-Dover-Rochester	2.0	269
Montgomery	114.1	53	Orange County, N.Y.	21.4	161	Boulder-Langmont	2.0	269
Macon-Warner Robins	113.3	54	Lorain-Elyria	21.3	162	End	1.9	272
Bergen-Passaic	104.9	55	Poughkeepsie	20.6	163	Williamsport	1.8	273
Little Rock-North Little Rock	102.3	57	Charlottesville	20.3	164	Santa Cruz	1.7	274
San Antonio	97.8	58	Hickory-Morganton	20.4	164	Fayetteville-Springdale	1.6	275
Savannah	95.2	59	Florence, Ala.	19.7	165	Parkersburg-Marietta	1.6	275
Columbus, Ga.	94.9	60	Lavton	19.2	166	Yakima	1.6	275
Rochester, N.Y.	94.4	61	Kalamazoo	18.9	167	Eugene-Springfield	1.5	279
Oklahoma City	90.9	62	Davenport-Rock Island-Moline	18.5	168	Salem, Ore.	1.5	279
Wilmington, Del.	90.5	63	Honolulu	18.5	168	Stato College	1.5	279
Denver	89.5	64	Aurora-Elgin	18.3	169	Glens Falls	1.4	282
Sacramento	89.3	65	Bradenton	18.1	170	Iowa City	1.2	284
Beacon-Port Arthur	87.6	66	Tucson	18.0	171	Grand Forks	1.2	284
Flint	87.0	67	Evansville	17.9	173	Olympia	1.2	284
Hartford-New Britain-Middletown-Bristol	86.5	68	Lubbock	17.4	174	Siox City	1.2	284
Fayetteville, N.C.	83.7	69	Des Moines	16.7	176	Joplin	1.1	287
Jersey City	82.2	70	Kankakee	16.6	177	Altoona	1.0	288
Tallahassee	79.1	71	Asheville	16.6	177	Brownsville-Harlingen	1.0	288
New Haven-Waterbury-Meriden	78.6	72	Champaign-Urbana-Rantoul	16.6	177	Duluth	1.0	288
Bridgeport-Stamford-Norwalk-Danbury	73.2	73	Panama City	16.3	179	Portland, Me.	1.0	288
Austin	73.1	74	Braxton	16.1	181	Rapid City	1.0	288
Las Vegas	73.4	75	Corpus Christi	15.8	182	Great Falls	1.0	288
Seattle	71.5	76	Battle Creek	15.6	183	Fort Collins-Loveland	0.8	294
Toledo	71.1	77	Kacine	15.4	184	McAllen-Edinburg-Mission	0.8	294
Woonmouth-Ocean	69.2	78	Bryan-College Station	15.0	185	Redding	0.8	294
Trenton	68.7	79	Decatur, Ill.	14.8	186	Grealey	0.7	297
Phoenix	66.9	80	Fort Walton Beach	14.7	187	Appleton-Oshkosh-Neenah	0.5	299
Chattanooga	65.6	81	Hamilton-Middletown	14.1	188	Burlington, Vt.	0.5	299
Lakeland-Winter Haven	63.7	82	Sarasota	13.7	190	Green Bay	0.5	299
Alton	63.5	83	Erie	13.7	190	Rochester, Minn.	0.5	299
Pensacola	61.9	84	Springfield, Ill.	13.5	192	Santa Fe	0.5	299
Minneapolis-St. Paul	60.5	85	Tapeta	13.5	192	St. Cloud	0.4	304
Tulsa	58.1	86	Oxnard-Ventura	13.4	194	Bellingham	0.3	306
Youngstown-Warren	58.0	87	Jackson, Mich.	12.5	195	Billings	0.3	306
Middlesex-Somerset-Hunterdon	57.2	88	Wichita Falls	12.3	196	Fargo-Moorhead	0.3	306
Huntsville	53.5	89	Albuquerque	12.2	197	Siox Falls	0.3	306
San Jose	53.3	90	Limx	12.1	198	Bangor	0.2	311
Atlantic City	52.2	91	Anchorage	11.9	199	Dubuque	0.2	311
Lafayette, La.	52.1	92	Niagara Falls	11.9	199	Eau Claire	0.2	311
Albany, Ga.	51.1	93	Total Top 200	25,184.5		La Crosse	0.2	311
Omaha	49.7	94	Beaver County, Pa.	11.8	201	Lewiston-Auburn	0.2	311
Florence, S.C.	48.8	95	Decatur, Ala.	11.6	202	Medford	0.2	311
Killen-Temple	46.3	96	York	11.4	204	Bismarck	0.1	317
Monroe	45.1	97	Allentown-Bethlehem-Easton	11.0	205	Laredo	0.1	317
Tuscaloosa	44.6	98	Worcester-Fitchburg-Leominster	10.6	206	Provo-Orem	0.1	317
Gainesville	44.3	99	Anderson, Ind.	10.5	207	Wausau	0.1	320
Galveston-Texas City	42.4	100	New London-Kingston	10.0	208	Total Above Areas	25,639.4	
Total Top 100	22,622.8		Johnson City-Kingsport-Bristol	10.0	208	Percent of U.S.	82.6328	
Daytona Beach	42.1	101	Mansfield	10.0	208	U.S. Total	31,028.1	
Longview-Marshall	41.7	102	Midland, Tex.	10.0	208			
Saginaw-Bay City-Midland	41.2	103	Amarillo	9.6	211			
Lexington-Fayette	40.9	104	Merced	9.2	212			
Lake Charles	40.6	105	Reading	9.2	212			
Grand Rapids	40.3	106	Salt Lake City-Ogden	9.0	214			

METRO MARKET RANKINGS

Hispanic Population

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	3,246.2	1	Beaumont-Port Arthur	15.3	107	Macon-Warner Robins	3.0	214
New York	1,888.0	2	Yuba City	15.3	107	Manassas-Nashua	3.0	214
Miami-Hialeah	855.0	3	Orange County, N.Y.	15.4	109	Borita Creek	2.9	217
Chicago	738.1	4	Wichita	14.8	110	Jamestown-Dunkirk	2.8	218
San Antonio	689.3	5	Lorain-Elyria	14.7	111	Bellingham	2.6	219
Houston	627.2	6	Lakeland-Winter Haven	14.5	112	Casper	2.6	219
Riverside-San Bernardino	549.2	7	Trenton	14.5	112	Lexington-Fayette	2.6	219
Anaheim-Santa Ana	477.3	8	Salem, Ore.	12.5	119	Benton Harbor	2.5	222
San Diego	462.5	9	Davenport-Rock Island-Moline	14.0	115	Johnson City-Kingsport-Bristol	2.5	222
El Paso	419.8	10	Reno	13.4	116	Panama City	2.5	222
McAllen-Edinburg-Mission	335.2	11	Boulder-Longmont	13.3	117	Portsmouth-Dover-Rochester	2.5	222
Phoenix	330.3	12	Atlantic City	13.2	118	Lake Charles	2.4	226
San Jose	315.8	13	Indianapolis	12.6	120	Elk	2.3	227
Dallas	295.5	14	Pittsburgh	12.3	121	Elkhart-Goshen	2.2	228
Oakland	273.6	15	Tulsa	12.2	122	Jackson, Mich.	2.2	228
Brownsville-Harlingen	225.7	16	Fort Collins-Loveland	12.1	123	Lawrence, Kans.	2.1	231
Fresno	225.1	17	Chico	11.9	124	Niagara Falls	2.1	231
San Francisco	220.8	18	Lancaster	11.9	124	Appleton-Oshkosh-Neenah	1.9	233
Albuquerque	215.0	19	Richland-Kennewick-Pasco	11.2	126	Sherman-Denison	1.9	233
Corpus Christi	209.8	20	Fayetteville, N.C.	11.1	127	Sioux City	1.8	237
Denver	193.5	21	Wilmington, Del.	11.0	129	Athens	1.8	237
Oxnard-Ventura	180.5	22	Reading	10.9	130	Huntington-Middletown	1.8	237
Jersey City	174.2	23	Albany-Schenectady-Troy	10.7	131	Huntington-Ashland	1.8	237
Sacramento	170.4	24	Fort Myers-Cape Coral	10.6	132	Springfield, Mo.	1.8	237
Tucson	167.2	25	Memphis	10.5	133	Alexandria, La.	1.7	242
Austin	162.2	26	Charlotte-Gastonia-Rock Hill	10.3	134	Fort Smith	1.7	242
Newark	161.2	27	Wichita Falls	10.2	135	Lafayette-West Lafayette	1.7	242
Bakersfield	145.3	28	Columbus, Ohio	10.1	136	St. Joseph	1.7	242
Philadelphia	140.3	29	Baton Rouge	9.6	137	Texarkana	1.7	242
Nassau-Suffolk	130.9	30	Wellbourne-Thomasville-Palm Bay	9.1	139	Kankakee	1.6	247
Washington	127.3	31	Cincinnati	8.7	140	Rapid City	1.5	249
Salinas-Seaside-Monterey	125.3	32	Flint	8.6	141	Albany, Ga.	1.5	249
Tampa-St. Petersburg-Clearwater	122.7	33	Rockford	8.5	142	Cedar Rapids	1.5	249
Bergen-Passaic	122.7	34	Charleston, S.C.	8.5	142	Total Top 250	18,631.1	
Fort Worth-Arlington	122.6	35	Richmond-Petersburg	8.2	144	Charleston, W.Va.	1.5	249
Laredo	122.4	36	Nashville	8.1	145	Hickory-Morganton	1.5	249
Stockton	113.5	37	Cheyenne	7.9	146	Roanoke	1.5	249
Visalia-Tulare-Porterville	113.0	38	Poughkeepsie	7.7	147	Bloomington-Normal	1.4	254
Boston-Lawrence-Salem-Lowell-Brockton	108.1	39	Gainesville	7.5	148	Evansville	1.4	254
Detroit	83.4	40	Harrisburg-Lebanon-Carlisle	7.5	148	Great Falls	1.4	254
Santa Barbara-Santa Maria-Lompoc	82.0	41	Top 4	7.5	148	Monroe	1.4	254
Las Cruces	78.0	42	Total Top 150	18,230.8		Springfield, Ill.	1.4	254
Modesto	65.7	43	Anchorage	7.3	151	Tuscaloosa	1.4	254
Honolulu	61.5	44	Dayton-Springfield	7.3	151	Ashville	1.3	260
Fort Lauderdale-Hollywood-Fort Lauderdale	58.9	45	Greensboro-Winston-Salem-High Point	7.3	151	Bloomington, Ind.	1.3	260
Beach	58.7	46	Youngstown-Warren	7.3	151	Johnstown	1.3	260
Santa Fe	57.1	47	Fort Pierce	7.1	156	Portland, Me.	1.3	260
Salt Lake City-Ogden	56.4	48	Syracuse	6.9	157	Beaver County, Pa.	1.2	265
Hartford-New Britain-Middletown-Bristol	56.4	48	Augusta	6.8	158	Charlottesville	1.2	265
Bridgeport-Stamford-Newark-Denbury	55.6	49	Daytona Beach	6.8	158	Columbia, Mo.	1.2	265
Middlesex-Somerset-Huntingdon	55.5	50	Mesa	6.8	158	Fargo-Moorhead	1.2	265
Total Top 50	16,017.9		Merced	6.7	161	Glens Falls	1.2	265
Lubbock	55.4	51	New Orleans	6.7	161	Grand Forks	1.2	265
Merced	55.0	52	Vallejo-Fairfield-Napa	6.5	163	Lima	1.2	265
West Palm Beach-Boca Raton-Delray	54.1	54	West Palm Beach-Boca Raton-Delray	6.5	163	Sheboygan	1.2	265
Beach	53.6	55	Beach	6.5	163	Elmira	1.1	274
Gary-Hammond	49.2	57	Gary-Hammond	6.5	163	Fayetteville-Springdale	1.1	274
Pueblo	45.6	58	Pueblo	6.4	166	Florence, S.C.	1.1	274
Orlando	44.8	59	Orlando	6.4	166	Greenville	1.1	274
Santa Cruz	43.2	60	Santa Cruz	6.2	169	Kokomo	1.1	274
Kansas City	40.8	61	Des Moines	6.1	170	Lynchburg	1.1	274
Seattle	40.3	62	Fort Wayne	5.8	171	Mansfield	1.1	274
Aurora-Elgin	39.1	63	Jacksonville, N.C.	5.8	171	Wilmington, N.C.	1.1	274
Milwaukee	38.3	64	New London-Norwich	5.6	174	Duluth	1.0	282
Orlando	35.5	65	Shreveport	5.5	175	Iowa City	1.0	282
Colorado Springs	35.3	66	Mobile	5.4	176	Janesville-Beloit	1.0	282
Atlanta	35.1	67	Spokane	5.4	176	Joplin	1.0	282
Yuma	34.8	68	Greenville-Spartanburg	5.1	178	State College	1.0	282
Brazoria	34.6	69	Reading	5.1	178	Terra Haute	1.0	282
Yakima	33.5	70	Ann Arbor	5.1	178	Waterloo-Cedar Falls	1.0	282
New Haven-Waterbury-Meriden	33.4	71	Boise	5.1	178	Wheeling	1.0	282
Santa Rosa-Petaluma	32.8	72	Bremerton	5.0	182	Anderson, Ind.	0.9	291
Galveston-Texas City	32.4	73	Medford	4.8	183	Danville, Va.	0.9	291
Manmouh-Ocean	31.9	74	Lafayette, La.	4.8	183	Decatur, Ill.	0.9	291
Killeen-Temple	31.1	75	Bradenton	4.8	183	Florence, Ala.	0.9	291
Lake County, Ill.	30.4	76	Clarksville-Hopkinsville	4.7	186	Muncie	0.9	291
Portland, Ore.	29.1	77	Little Rock-North Little Rock	4.5	187	Pittsfield	0.9	291
Springfield, Mass.	28.8	78	Sarasota	4.5	187	Steubenville-Weirton	0.9	291
Cleveland	28.0	79	Knoxville	4.4	189	Burlington, N.C.	0.8	298
Victoria	27.5	80	Tallahassee	4.3	190	Decatur, Ala.	0.8	298
Minneapolis-St. Paul	27.4	81	Fort Walton Beach	4.2	191	Enid	0.8	298
St. Louis	26.8	82	Blount-Gulpah	4.1	192	Hagerstown	0.8	298
San Angelo	26.4	83	South Bend-Mishawaka	4.1	192	Pine Bluff	0.8	298
Greeley	25.7	84	Madison	4.0	194	St. Cloud	0.8	298
Norfolk-Virginia Beach-Newport News	25.4	85	York	4.0	194	Portersburg-Marietta	0.7	304
Baltimore	25.1	86	Kenosha	3.9	197	Gadsden	0.6	305
Oklahoma City	24.2	87	Longview-Marshall	3.9	197	Jackson, Tenn.	0.6	305
Rochester, N.Y.	23.7	88	Peoria	3.9	197	Lewiston-Auburn	0.6	305
Providence-Pawtucket-Woonsocket	22.4	89	Akron	3.8	200	Rochester, Minn.	0.6	305
Midland, Tex.	21.6	90	Canton	3.6	201	Sioux Falls	0.5	310
Waco	21.1	91	Vancouver	3.6	201	Altoona	0.5	310
Amarillo	20.8	92	Ocala	3.6	201	Bangor	0.5	310
Jacksonville, Fla.	20.2	93	Total Top 200	18,507.4		Cumberland	0.5	310
Joliet	19.6	94	Houma-Thibodaux	3.6	201	Dubuque	0.5	310
Allentown-Bethlehem-Easton	19.1	95	Jackson, Miss.	3.6	201	Eau Claire	0.5	310
Toledo	18.8	96	Olympia	3.5	205	Owensboro	0.5	310
Ablene	18.5	97	Scranton-Wilkes-Barre	3.5	205	Williamsport	0.5	310
Saginaw-Bay City-Midland	18.5	97	Billings	3.5	205	Bismarck	0.4	317
Grand Rapids	18.4	99	Chattanooga	3.5	205	La Crosse	0.4	317
Worcester-Fitchburg-Leominster	17.2	100	Lincoln	3.4	209	Sharon	0.4	317
Total Top 100	17,638.8		Utica-Rome	3.2	210	Wausau	0.3	320
Naples	16.9	101	Muskegon	3.1	212	Total Above Areas	18,698.9	
Vineland-Millville-Bridgeton	16.6	101	Kalamazoo	3.1	212	Percent of U.S.	89.6679	
Buffalo	16.6	103	Savannah	3.1	212	U.S. Total	20,853.5	
Lansing-East Lansing	16.2	104	Champaign-Urbana-Rantoul	3.0	214			
Tacoma	16.2	104	Montgomery					
Bryan-College Station	15.9	106	Huntsville					

Population Under Age 6

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	803.6	1	Columbia, S.C.	40.5	107	Topoka	15.0	214
New York	685.3	2	Saginaw-Bay City-Midland	40.3	108	Ocala	14.9	216
Chicago	552.3	3	Lansing-East Lansing	40.1	109	Olympia	14.9	216
Philadelphia	396.9	4	Augusta	39.9	110	Jacksonville, N.C.	14.7	218
Detroit	391.6	5	Chattanooga	39.4	111	Las Cruces	14.7	218
Houston	337.6	6	Colorado Springs	39.0	112	Pascagoula	14.5	220
Washington	298.8	7	Aurora-Elgin	38.5	113	Tyler	14.5	220
Boston-Lawrence-Salem-Lowell-Brockton	264.2	8	Des Moines	38.3	114	Waterloo-Cedar Falls	14.5	220
Atlanta	255.2	9	Shreveport	37.5	115	Alexandria, La.	14.4	223
Riverside-San Bernardino	243.0	10	Fort Wayne	37.3	116	Odessa	14.4	223
Dallas	238.8	11	Salinas-Seaside-Monterey	36.8	117	Parkersburg-Marietta	14.4	223
St. Louis	225.1	12	Beaumont-Port Arthur	36.4	118	Fargo-Moorhead	14.2	226
Minneapolis-St. Paul	218.7	13	Davenport-Rock Island-Moline	36.4	118	Wheeling	14.2	226
San Diego	212.9	14	San Jose	36.1	120	Greeley	14.1	228
Nassau-Suffolk	202.9	15	Canton	35.9	121	Danbury	14.0	229
Phoenix	195.0	16	Madison	35.9	121	Danham	14.0	229
Anaheim-Santa Ana	191.1	17	Johnson City-Kingsport-Bristol	35.8	123	Champaign-Urbana-Rantoul	13.9	231
Baltimore	186.8	18	Brownsville-Marlingen	35.0	124	Tuscaloosa	13.4	232
Oakland	164.2	19	Visalia-Tulare-Porterville	34.9	125	Albany, Ga.	13.3	233
Salt Lake City-Ogden	161.8	20	Peoria	34.4	126	Jackson, Mich.	13.3	233
Denver	152.6	21	Lakeland-Winter Haven	33.7	127	Tanawassie-Bell	13.3	233
Cleveland	151.3	22	York	33.6	128	Lawton	13.2	237
Pittsburgh	150.1	23	Spokane	33.3	129	Anderson, S.C.	13.2	237
Seattle	149.4	24	Pensacola	33.2	130	Asheville	13.0	238
Newark	149.0	25	Lexington-Fayette	31.6	131	Redding	13.0	238
Kansas City	144.8	26	San Jose	31.4	132	Athens	12.9	240
San Antonio	137.9	27	Appleton-Oshkosh-Neenah	30.1	133	Medford	12.7	242
Cincinnati	136.6	28	Huntington-Ashland	30.1	133	Battle Creek	12.7	242
Miami-Hialeah	134.5	29	Fayetteville, N.C.	30.0	135	Florence, S.C.	12.7	242
New Orleans	133.9	30	Montgomery	29.8	136	Eau Claire	12.6	244
Tampa-St. Petersburg-Clearwater	133.9	30	Portsmouth-Dover-Rochester	29.4	137	Vineyard-Millville-Bridgeton	12.6	244
Norfolk-Virginia Beach-Newport News	127.7	32	Killeen-Temple	29.3	138	Arlene	12.5	246
Milwaukee	125.7	33	Manchester-Nashua	29.0	139	Six Falls	12.5	246
Sacramento	125.4	34	Macon-Warner Robins	28.4	140	Steubenville-Weirton	12.5	246
San Jose	123.5	35	Melbourne-Titusville-Palm Bay	27.9	141	Yuba City	12.5	246
Columbus, Ohio	122.0	36	Lorain-Elyria	27.8	142	Panama City	12.4	250
Fort Worth-Arlington	120.9	37	Madison	27.1	144	Sarasota	12.3	252
Indianapolis	116.3	38	Orange County, N.Y.	26.6	145	Six Falls	12.3	252
Portland, Ore.	106.0	39	Santa Barbara-Santa Maria-Lompoc	26.3	146	Jamestown-Dunkirk	12.2	253
San Francisco	99.6	40	Hamilton-Middletown	26.3	146	Pueblo	12.2	253
Memphis	97.4	41	Rockford	26.3	146	Bradenton	12.1	255
Charlotte-Gastonia-Rock Hill	94.9	42	Salem, Ore.	26.2	148	Texasarkana	12.1	255
Oklahoma City	94.3	43	Utica-Rome	25.9	149	Bangor	12.0	257
Bergen-Passaic	89.8	44	Evansville	25.8	150	Lynchburg	12.0	257
Louisville	88.9	45	Total Top 150	14,436.5		Mansfield	12.0	257
Birmingham	86.1	46	Erie	25.7	151	Midland, Tex.	12.0	257
Jacksonville, Fla.	85.8	47	Columbus, Ga.	25.3	152	Anderson, Ind.	11.9	261
Nashville	85.7	48	Savannah	25.3	152	Billings	11.9	261
Chandler	84.4	49	Anchorage	25.1	154	Decatur, Ill.	11.9	261
Dayton-Springfield	83.1	50	Reading	24.8	155	Florence, Ala.	11.9	261
Total Top 50	9,758.8		Eugene-Springfield	24.6	156	Wichita Falls	11.9	261
Honolulu	82.6	51	Trenton	24.3	157	Joplin	11.8	266
Hartford-New Britain-Middletown-Bristol	81.4	52	Vancouver	23.5	158	Wausau	11.6	267
Rochester, N.Y.	81.4	52	Atlantic City	23.4	159	Annisson	11.4	268
Manmouth-Ocean	78.6	54	Charleston, W.Va.	23.4	159	Altoona	11.1	270
Fort Lauderdale-Hollywood-Pompano Beach	75.3	55	Lubbock	23.4	159	Burlington, Vt.	11.1	270
Greensboro-Winston-Salem-High Point	73.4	56	Lafayette, La.	22.8	162	Kenosha	11.0	271
Buffalo	73.3	57	Ann Arbor	22.3	163	Terre Haute	11.0	271
Middlesex-Somerset-Huntingdon	71.7	58	Boise	22.2	164	Bellingham	10.9	273
Tulsa	71.0	59	Olympia Beach	21.9	165	Yuma	10.9	273
El Paso	70.2	60	Duluth	21.7	167	Bloomington-Normal	10.8	275
Richmond-Petersburg	69.8	61	Johnstown	21.6	168	Bryan-College Station	10.7	276
Austin	69.0	62	Houma-Thibodaux	21.3	169	Santa Fe	10.5	277
Providence-Pawtucket-Woonsocket	67.6	63	Galveston-Texas City	21.3	169	Kankakee	10.2	278
Osmond-Ventura	67.5	64	Huntsville	21.3	169	Pittsfield	10.2	278
Grand Rapids	67.4	65	South Bend-Mishawaka	21.3	169	Williamsport	10.2	278
Albany-Schenectady-Troy	66.7	66	Tallahassee	21.3	169	Glens Falls	10.0	281
Gary-Hammond	65.4	67	Merced	21.2	174	Naples	9.9	282
Fresno	65.1	68	New London-Norwich	20.9	175	Lafayette-West Lafayette	9.8	283
Omaha	61.7	69	Binghamton	20.8	176	Muncie	9.8	283
New Haven-Waterbury-Meriden	60.9	70	Brazoria	20.7	177	Rochester, Minn.	9.8	283
Bakersfield	59.2	71	Biloxi-Gulfport	20.6	178	Wilmington, N.C.	9.8	283
Bridgeport-Stamford-Norwalk-Danbury	58.9	72	Amarillo	20.5	179	Decatur, Ala.	9.7	287
Tucson	58.7	73	Springfield, Mo.	20.5	179	Sharon	9.7	287
Las Vegas	58.5	74	Poughkeepsie	20.3	181	Sheboygan	9.7	287
Baton Rouge	58.3	75	St. Cloud	19.9	182	Charlottesville	9.6	290
Toledo	58.1	76	Yakima	19.5	183	Fayetteville-Springdale	9.6	290
Syracuse	56.4	77	Hickory-Morganton	19.3	184	Kokomo	9.5	293
Akron	55.7	78	Santa Cruz	19.0	185	Gadsden	9.3	294
Tacoma	55.4	79	Green Bay	18.9	186	Lewiston-Auburn	9.3	294
West Palm Beach-Boca Raton-Delray Beach	55.2	80	Kalamazoo	18.8	187	San Angelo	9.3	294
Worcester-Fitchburg-Leominster	55.1	81	Portland, Me.	18.8	187	Pine Bluff	9.2	297
Raleigh-Durham	53.6	82	Niagara Falls	18.4	189	Rock City	9.1	298
Scranton-Wilkes-Barre	53.6	82	Lincoln	18.3	190	Dubuque	8.9	299
Greenville-Spartanburg	53.4	84	Reno	18.3	190	Danville, Va.	8.8	300
Charleston, S.C.	51.8	85	Lake Charles	18.2	192	Hagerstown	8.7	301
Little Rock-North Little Rock	51.6	86	Fort Pierce	18.1	193	Victoria	8.6	302
McAllen-Edinburg-Mission	51.5	87	Fort Smith	18.0	194	Owensboro	8.5	303
Allentown-Bethlehem-Easton	51.1	88	Springfield, Ill.	17.7	195	Columbia, Mo.	8.4	304
Mobile	50.9	89	Gainesville	17.6	196	Sherman-Denison	8.3	305
Wilmington, Del.	49.0	90	Waco	17.6	196	La Crosse	8.1	306
Knoxville	48.0	91	Bremerton	17.5	198	Elmira	7.9	307
Albuquerque	47.9	92	Clarksville-Hopkinsville	17.4	199	Grand Forks	7.9	307
Lake County, Ill.	47.9	92	Boulder-Louisville	17.2	200	Cumberland	7.8	309
Harrisburg-Lebanon-Carlisle	46.9	94	Total Top 200	15,480.2		Great Falls	7.8	309
Stockton	46.5	95	Richland-Kennebec-Pasco	17.1	201	St. Joseph	7.7	311
Provo-Orem	45.8	96	Longview-Marshall	16.9	202	State College	7.7	311
Wichita	45.4	97	Racine	16.9	202	Cheyenne	7.6	313
Jersey City	44.9	98	Laredo	16.8	204	Casper	7.4	314
Springfield, Mass.	44.3	99	Rossmore	16.7	205	Bloomington, Ind.	7.3	315
Youngstown-Warren	43.8	100	Fort Collins-Loveland	16.3	206	Burlington, N.C.	7.3	315
Total Top 100	12,735.0		Lima	16.2	207	Jackson, Tenn.	7.3	315
Flint	43.1	101	Benton Harbor	16.1	208	Iowa City	6.8	318
Joliet	42.5	102	Cedar Rapids	15.9	209	Enid	6.0	319
Jackson, Miss.	42.3	103	Monroe	15.7	210	Lawrence, Kans.	5.8	320
Vallejo-Fairfield-Napa	41.8	104	Muskegon	15.6	211	Total Above Areas	16,883.9	
Corpus Christi	41.6	105	Elkhart-Goshen	15.5	212	Percent of U.S.	75.705%	
New Bedford-Fall River-Atholboro	41.1	106	Beaver County, Pa.	15.4	213	U.S. Total	22,302.0	
			Fort Walton Beach	15.0	214			

METRO MARKET RANKINGS

Population Age 6 to 17

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	1,361.5	1	Jackson, Miss.	72.6	107	Wheeling	27.1	214
New York	1,251.7	2	Augusta	71.9	108	Olympia	26.9	216
Chicago	1,022.0	3	Vallejo-Fairfield-Napa	71.2	109	Parkersburg-Marietta	26.4	217
Philadelphia	806.3	4	Wichita	70.9	110	Monroe	26.3	218
Detroit	784.7	5	Corpus Christi	69.6	111	Pascagoula	26.3	218
Washington	624.2	6	York	69.2	112	Richland-Kennewick-Pasco	26.2	220
Boston-Lawrence-Salem-Lowell-Bracton	588.8	7	Canton	68.8	113	Topeka	26.0	221
Houston	565.0	8	Lancaster	68.1	114	Clarksville-Hopkinsville	25.9	222
Atlanta	496.1	9	Colorado Springs	67.1	115	Vineand-Millville-Bridgeton	25.7	223
Nassau-Suffolk	476.9	10	Lakeland-Winter Haven	66.8	116	Tyler	25.6	224
Dallas	425.4	11	Aurora-Eglin	65.6	117	Las Cruces	25.5	225
St. Louis	420.2	12	Fort Wayne	65.0	118	Jackson, Mich.	25.2	226
Minneapolis-St. Paul	404.1	13	Des Moines	64.8	119	Alexandria, La.	24.9	227
Riverside-San Bernardino	401.3	14	Melbourne-Titusville-Palm Bay	63.9	120	Anderson, S.C.	24.8	228
Baltimore	390.3	15	Shreveport	63.1	121	Janesville-Beloit	24.8	228
Anaheim-Santa Ana	372.1	16	Beaumont-Port Arthur	62.9	122	Steubenville-Weirton	24.4	230
San Diego	365.5	17	Davenport-Rock Island-Moline	62.3	123	Chico	24.1	231
Phoenix	340.9	18	Madison	62.1	124	Florence, Ala.	24.1	231
Pittsburgh	316.5	19	Modesto	60.1	125	Redding	24.1	231
Newark	316.0	20	Brownsville-Marling	59.2	126	Lynchburg	23.9	234
Oakland	310.1	21	Manchester-Nashua	58.6	127	Waterloo-Cedar Falls	23.9	234
Cleveland	297.5	22	Portsmouth-Dover-Rochester	58.5	128	Battle Creek	23.8	236
Seattle	279.6	23	Spokane	58.0	129	Danah	23.8	236
Tampa-St. Petersburg-Clearwater	279.2	24	Santa Rosa-Petaluma	57.3	130	Eu. Claire	23.7	238
Denver	274.7	25	Visalia-Tulare-Porterville	57.1	131	Tuscaloosa	23.7	238
Miami-Hialeah	265.7	26	Montgomery	56.9	132	Bangor	23.6	240
Kansas City	260.9	27	Salinas-Seaside-Monterey	55.5	133	Greeley	23.5	241
Cincinnati	248.1	28	Appleton-Oshkosh-Neenah	55.4	134	Medford	23.5	241
San Antonio	243.4	29	Huntington-Ashland	55.3	135	Albany, Ga.	23.4	243
San Jose	237.1	30	Lexington-Fayette	54.5	137	Jamestown-Dunkirk	23.4	243
Milwaukee	233.9	31	Ulica-Rome	53.5	138	Bradenton	23.3	245
New Orleans	230.9	32	Macon-Warner Robins	53.3	139	Panama City	23.2	246
Norfolk-Virginia Beach-Newport News	226.8	33	Orange County, N.Y.	53.1	140	Burlington, Vt.	23.1	247
Sacramento	221.9	34	Madison	52.3	141	Anderson, Ind.	23.0	248
Columbus, Ohio	221.2	35	Lorain-Elyria	51.5	142	Athens	23.0	248
Indianapolis	218.8	36	Trenton	51.2	143	Florence, S.C.	22.7	250
Fort Worth-Arlington	217.5	37	Rockford	50.6	144	Total Top 250	30,122.0	
Salt Lake City-Ogden	200.9	38	Reading	50.2	145	Champaign-Urbana-Rantoul	22.2	251
Bergen-Passaic	196.4	39	Santa Barbara-Santa Maria-Lompoc	49.7	146	Fargo-Moorhead	22.2	251
Charlotte-Gastonia-Rock Hill	189.5	41	Atlantic City	48.1	147	Pinellas	22.2	251
San Francisco	189.5	41	Enid	47.9	148	Pueblo	22.1	254
Portland, Ore.	180.4	42	Hamilton-Middletown	47.5	149	Mansfield	22.0	255
Hartford-New Britain-Middletown-Bristol	179.1	43	Evansville	45.7	150	Joplin	21.7	256
Memphis	176.3	44	Total Top 150	26,981.8		Odessa	21.5	257
Orlando	171.1	45	Daytona Beach	45.6	151	Altamonte	21.4	258
Rochester, N.Y.	167.1	46	Provo-Orem	45.5	151	Glens Falls	21.4	258
Louisville	163.4	47	Fayetteville, N.C.	45.5	153	Kenosha	21.3	258
Monmouth-Ocean	162.9	48	Poughkeepsie	44.8	154	Texarkana	21.1	261
Middlesex-Somerset-Hunterdon	161.4	49	Columbus, Ga.	44.4	155	Yuba City	21.0	262
Jacksonville, Fla.	160.6	50	Huntsville	44.1	156	Annisson	20.9	263
Total Top 50	18,302.1		Binghamton	43.7	157	Sious Falls	20.8	264
Nashville	160.2	51	Savannah	43.2	158	Wausau	20.8	265
Dayton-Springfield	159.5	52	Salem, Ore.	43.1	159	Decatur, Ill.	20.5	266
Fort Lauderdale-Hollywood-Pompano Beach	157.1	53	Fort Myers-Cape Coral	41.7	160	Santa Fe	20.3	267
Buffalo	156.9	54	Eugene-Springfield	41.1	161	Lawton	20.2	268
Oklahoma City	156.0	55	Johnstown	40.7	162	Wilmington, N.C.	20.1	269
Greensboro-Winston-Salem-High Point	154.7	56	New London-Norwich	40.7	162	Sharon	19.9	270
Birmingham	152.8	57	Vancouver	40.7	162	Terre Haute	19.7	271
Providence-Pawtucket-Woonsocket	141.7	58	Charleston, W.Va.	40.0	165	Muncie	19.4	272
Richmond-Petersburg	138.9	59	Hickory-Morganton	39.2	166	Williamsport	19.4	272
Albany-Schenectady-Troy	138.3	60	Lafayette, La.	38.9	167	Naples	19.2	274
Bridgport-Stamford-Norwalk-Danbury	137.0	61	South Bend-Mishawaka	38.9	167	Sious City	19.2	274
Honolulu	136.1	62	Ann Arbor	38.8	168	Ablene	19.1	276
New Haven-Waterbury-Meriden	125.3	63	Killeen-Temple	38.5	170	Billings	19.1	276
Oxnard-Ventura	121.8	64	Duluth	38.1	171	Hagerstown	18.9	278
El Paso	121.6	65	Portland, Me.	38.1	171	Wichita Falls	18.9	278
Tulsa	121.0	66	Anchorage	37.9	173	Decatur, Ala.	18.8	280
Austin	120.3	67	Tallahassee	37.6	174	Decatur, N.C.	18.7	281
Grand Rapids	116.1	68	Galveston-Texas City	37.0	175	Jacksonville, N.C.	18.5	282
Worcester-Fitchburg-Leominster	113.1	69	Houma-Thibodaux	36.9	176	Bellingham	16.4	283
Gary-Hammond	112.9	70	Niagara Falls	36.7	177	Midland, Tex.	16.4	283
Syracuse	111.8	71	Lubbock	36.6	178	Kokomo	16.3	284
Scranton-Wilkes-Barre	110.6	72	Biloxi-Gulfport	36.3	179	Kankakee	16.2	285
West Palm Beach-Boca Raton-Delray Beach	108.9	73	Springfield, Mo.	36.0	180	Danville, Va.	16.1	286
Omaha	108.8	74	Green Bay	35.9	181	Lewisville-Auburn	16.0	287
Akron	108.1	75	Reno	34.5	184	Charlottesville	17.9	288
Las Vegas	106.9	76	Boise	34.5	184	Gadsden	17.7	289
Fresno	106.2	77	Fort Pierce	34.4	185	Bloomington-Normal	17.5	290
Raleigh-Durham	105.1	79	Brazoria	33.8	187	Rochester, Minn.	17.4	291
Greenville-Spartanburg	104.7	80	Boulder-Louisville	33.8	188	Shesapeake	17.4	291
Allentown-Bethlehem-Easton	104.3	80	Yakima	32.9	189	Yuma	17.4	291
Toledo	103.7	81	Merced	32.7	191	Burlington, N.C.	17.3	294
Tucson	102.6	82	Fort Smith	32.4	192	Dubuque	17.3	294
Wilmington, Del.	98.3	83	Santa Cruz	32.3	193	Fayetteville-Springdale	17.0	296
Baton Rouge	98.1	84	Lake Charles	31.5	194	Lafayette-West Lafayette	16.9	297
Knoxville	95.9	85	Racine	31.5	194	Cumberland	16.2	298
Harrisburg-Lebanon-Carlisle	93.8	86	Amarillo	31.4	196	Pine Bluff	16.2	298
Springfield, Mass.	93.6	87	Ocala	31.3	197	Bryan-College Station	16.0	300
Bakersfield	91.4	89	Springfield, Ill.	31.3	197	Elmire	15.6	301
Charlotte, S.C.	91.4	89	Benton Harbor	30.7	199	Overland Park	15.5	302
Lake County, Ill.	90.5	90	Beaver County, Pa.	30.5	200	San Angelo	15.5	302
Tacoma	88.5	92	Total Top 200	28,849.7		State College	15.5	302
Mobile	88.2	93	Gainesville	29.4	202	Bismarck	15.2	305
McAllen-Edinburg-Mission	86.0	94	Laredo	29.4	202	Sherman-Denison	15.0	306
Albuquerque	84.6	95	Lincoln	29.4	202	La Crosse	14.7	307
New Bedford-Fall River-Attleboro	83.7	97	Bremerton	29.3	204	Columbia, Mo.	14.1	308
Flint	83.2	98	Waco	29.1	205	Victoria	13.9	309
Jersey City	81.9	99	Cedar Rapids	28.5	206	Rich City	13.4	310
Stockton	80.2	100	Muskegon	28.4	208	St. Joseph	13.2	311
Total Top 100	23,929.5		Longview-Marshall	28.4	208	Jackson, Tenn.	13.0	312
Saginaw-Bay City-Midland	77.9	101	Sarasota	28.3	209	Great Falls	12.8	313
Columbia, S.C.	77.4	102	Fort Walton Beach	28.0	210	Bloomington, Ind.	12.7	314
Johnson City-Kingsport-Bristol	74.4	103	Lima	28.0	210	Cheyenne	12.4	315
Chattanooga	73.8	104	Fort Collins-Loveland	27.8	212	Casper	10.7	316
Joliet	73.5	105	Ashville	27.2	213	Grand Forks	10.5	317
Lansing-East Lansing	73.1	106	Elkhart-Goshen	27.1	214	Iowa City	10.5	317
						Lawrence, Kans.	9.0	319
						Enid	8.8	320
						Total Above Areas	31,359.6	
						Percent of U.S.	76.3059	
						U.S. Total	41,097.2	

METRO MARKET RANKINGS

Population Age 35 to 49

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	1,897.1	1	Colorado Springs	86.9	107	Anderson, S.C.	32.6	215
New York	1,871.2	2	Lancaster	86.0	108	Elkhart-Goshen	32.3	216
Chicago	1,321.2	3	Saginaw-Bay City-Midland	85.8	109	Lynchburg	32.2	217
Philadelphia	1,028.9	4	Augusta	85.6	110	Redding	32.2	217
Washington	931.9	5	Lansing-East Lansing	85.6	110	Richland-Kennebec-Pasco	31.9	219
Detroit	921.4	6	Canton	84.7	112	Jackson, Mich.	31.8	220
Boston-Lawrence-Salem-Lowell-Brockton	770.0	7	Joliet	84.5	113	Chico	31.4	221
Houston	720.2	8	Lakeland-Winter Haven	84.2	114	Tyler	31.2	222
Atlanta	664.3	9	Des Moines	82.7	115	Muskogee	31.0	223
Nassau-Suffolk	625.7	10	Jackson, Miss.	79.6	116	Clarksville-Hopkinsville	30.9	224
Dallas	563.1	11	Santa Rosa-Petaluma	79.1	117	Medford	30.9	224
Anaheim-Santa Ana	543.5	12	Pennacook	78.4	118	Lima	30.8	226
Baltimore	528.3	13	Aurora-Elgin	77.8	119	Bradenton	30.7	227
St. Louis	523.1	14	Beaumont-Port Arthur	75.7	120	Florence, Ala.	30.5	228
Minneapolis-St. Paul	515.3	15	Davenport-Rock Island-Moline	75.1	121	Steubenville-Weirton	30.3	229
San Diego	495.4	16	Portsmouth-Dover-Rochester	74.8	122	Panama City	29.7	230
Riverside-San Bernardino	479.7	17	Fort Wayne	74.7	123	Pasadena	29.5	231
Oakland	465.8	18	Modesto	72.7	124	Champaign-Urbana-Rantoul	29.3	232
Newark	432.0	19	Shreveport	72.4	125	Janesville-Beloit	29.3	232
Phoenix	430.7	20	Lexington-Fayette	72.1	126	Athens	29.2	234
Pittsburgh	418.1	21	Manchester-Nashua	71.8	127	Vineland-Millville-Bridgeton	29.2	234
Seattle	417.2	22	Corpus Christi	71.5	128	Battle Creek	29.0	236
Miami-Hialeah	414.7	23	Santa Barbara-Santa Maria-Lompoc	71.5	128	Burlington, Vt.	28.7	237
Cleveland	383.1	24	Trenton	71.2	130	Bangor	28.5	238
Denver	382.0	25	Peoria	71.1	131	Tuscaloosa	28.4	239
Tampa-St. Petersburg-Clearwater	377.4	26	Spokane	70.6	132	Mansfield	28.2	240
San Francisco	367.5	27	Huntington-Ashland	69.8	133	Alexandria, La.	28.1	241
San Jose	348.0	28	Madison	69.4	134	Anderson, Ind.	28.0	242
Kansas City	345.9	29	Salinas-Seaside-Monterey	69.0	135	Greely	28.0	242
Sacramento	310.9	30	McAllen-Edinburg-Mission	67.8	136	Dalhousie	27.9	244
Cincinnati	297.0	31	Montgomery	67.3	137	Jamestown-Dunkirk	27.9	244
Bergen-Passaic	290.4	32	Orange County, N.Y.	64.9	138	Monroe	27.9	244
Fort Worth-Arlington	289.0	33	Macan-Warner Robins	64.8	139	Waterloo-Cedar Falls	27.9	244
Norfolk-Virginia Beach-Newport News	285.6	34	Appleton-Oshkosh-Neenah	63.9	140	Pittsfield	27.7	248
Milwaukee	285.5	35	Poughkeepsie	62.9	141	Bangor	27.6	249
Columbus, Ohio	286.7	36	Utica-Rome	61.7	142	Fargo-Moorhead	27.3	250
Indianapolis	268.4	37	Daytona Beach	61.2	144	Total Top 250	39,181.7	
San Antonio	266.3	38	Visalia-Tulare-Porterville	61.1	145	Santa Fe	27.0	251
New Orleans	265.8	39	Huntsville	60.8	146	Las Cruces	26.3	252
Charlotte-Gastonia-Rock Hill	251.2	40	Rockford	60.8	146	Naples	26.3	252
Portland, Ore.	249.5	41	Hamilton-Middletown	60.3	148	Yuba City	26.1	254
Hartford-New Britain-Middletown-Bristol	243.4	42	Atlantic City	58.2	149	Alhambra	25.8	255
Fort Lauderdale-Hollywood-Pompano Beach	237.3	43	Evansville	57.7	150	Odessa	25.8	255
Middlesex-Somerset-Hunterdon	232.6	44	Total Top 150	35,321.0		Florence, S.C.	25.6	267
Orlando	223.7	45	Reno	57.7	150	Kenosha	25.6	267
Nashville	217.6	46	Lorain-Elyria	57.3	152	Rushville	25.5	259
Greensboro-Winston-Salem-High Point	212.5	47	Fort Myers-Cape Coral	55.9	153	Wilmington, N.C.	25.5	259
Dayton-Springfield	207.9	48	Charleston, W. Va.	55.0	154	Charlottesville	25.4	261
Oklahoma City	207.5	49	Binghamton	54.7	155	Decatur, Ill.	25.4	261
Rochester, N.Y.	207.3	50	Eugene-Springfield	54.4	156	Wichita Falls	25.4	261
Total Top 50	24,448.8		Salem, Ore.	54.1	157	Hagerstown	25.3	264
Manassas-Ocean	206.8	51	Anchorage	53.8	158	Earl Clare	25.2	265
Louisville	202.9	52	Hickory-Margaret	53.5	159	Annisston	24.8	266
Salt Lake City-Ogden	200.3	53	Erie	53.4	160	Billings	24.8	267
Memphis	198.6	54	Ann Arbor	53.3	161	Sioux Falls	24.8	267
Jacksonville, Fla.	198.3	55	New London-Norwich	52.0	162	Sharon	24.3	269
Bridgeport-Stamford-Norwalk-Danbury	195.8	56	Fayetteville, N.C.	51.6	163	Muncie	24.2	270
Buffalo	194.9	57	Columbus, Ga.	49.7	164	Ablene	24.1	271
Birmingham	191.6	58	Roanoke	49.7	165	Terre Haute	24.1	271
Richmond-Petersburg	188.4	59	Savannah	49.4	166	Texarkana	23.9	273
Honolulu	180.6	60	Boulder-Longmont	48.8	167	Wilmington	23.9	273
Providence-Pawtucket-Woonsocket	176.6	61	Vancouver	48.5	168	Albany, Ga.	23.7	275
Albany-Schenectady-Troy	175.0	62	Brownsville-Harlingen	48.3	169	Burlington, N.C.	23.6	276
New Haven-Waterbury-Meriden	162.9	63	Portland, Me.	48.0	170	Decatur, Ala.	23.6	276
Tulsa	162.8	64	Springfield, Mo.	48.0	170	Glen Falls	23.5	278
Las Vegas	158.6	65	Johnstown	46.4	172	Midland, Tex.	23.4	279
West Palm Beach-Boca Raton-Delray Beach	155.1	66	Galveston-Texas City	46.2	173	Danville, Va.	23.1	280
Oxnard-Ventura	154.1	67	South Bend-Mishawaka	45.9	174	Wausau	23.1	280
Raleigh-Durham	148.6	68	Santa Cruz	45.8	175	Kokomo	22.9	282
Austin	146.9	69	Tallahassee	45.1	176	Bloomington-Normal	22.8	283
Scranton-Wilkes-Barre	143.5	70	Duluth	44.7	177	Rochester, Minn.	22.8	283
Allentown-Bethlehem-Easton	142.4	71	Killeen-Temple	44.7	177	Bellingham	22.7	285
Greenville-Spartanburg	138.4	72	Kalamazoo	44.3	179	Lafayette-Springdale	22.3	287
Worcester-Fitchburg-Leominster	134.9	73	Boise	43.7	180	Lawton	22.2	288
Akron	133.9	74	Niagara Falls	43.6	181	Lafayette-West Lafayette	21.4	289
Grand Rapids	133.0	75	Brainerd	43.6	181	Sioux City	21.4	289
Knoxville	130.7	76	Lubbock	43.4	182	Grassden	21.2	291
Syracuse	130.6	77	Fort Pierce	42.7	183	Jacksonville, N.C.	21.2	291
Tucson	129.5	78	Sarasota	42.5	184	Cumberland	21.0	293
Gary-Hammond	129.3	79	Lafayette, La.	42.2	185	State College	20.8	294
Omaha	129.3	79	Amarillo	41.9	186	Lewiston-Auburn	20.5	295
Wilmington, Del.	125.5	81	Billings-Gulfport	41.2	187	Sheboygan	20.1	296
Harrisburg-Lebanon-Carlisle	125.3	82	Springfield, Ill.	40.6	188	Kankakee	20.0	297
Fresno	125.0	83	Beaver County, Pa.	39.7	189	Sherman-Denison	19.9	298
El Paso	120.0	84	Lincoln	39.6	190	San Angelo	19.2	299
Toledo	117.9	85	Fort Smith	39.4	191	Columbia, Mo.	18.9	300
Lake County, Ill.	116.9	86	Fort Walton Beach	39.2	192	Bryan-College Station	18.7	301
Tacoma	115.3	87	Bremerton	38.9	193	Yuma	18.4	302
Jersey City	112.7	88	Green Bay	38.5	194	Owensboro	18.2	303
Springfield, Mass.	112.5	89	Gainesville	38.4	195	Elmira	18.0	304
Little Rock-North Little Rock	108.0	90	Ocala	38.3	196	Bloomington, Ind.	17.7	305
Bakersfield	107.9	91	Asheville	38.0	197	Bismarck	17.3	306
Albuquerque	107.1	92	Fort Collins-Loveland	37.9	198	La Crosse	17.2	307
Baton Rouge	107.1	92	Yakima	37.3	199	Great Falls	17.0	308
Charleston, S.C.	106.6	94	Total Top 200	37,625.2		Dubuque	16.9	309
Johnson City-Kingsport-Bristol	103.4	95	Houma-Thibodaux	36.9	201	Pine Bluff	16.7	310
Youngstown-Warren	102.5	96	Rocky Hill	36.5	202	St. Joseph	15.9	311
New Bedford-Fall River-Attleboro	99.1	97	Cedar Rapids	36.1	203	Rapid City	15.8	312
Mobile	98.2	98	Provo-Orem	36.0	204	Cheyenne	15.6	313
Chattanooga	96.6	99	Lake Charles	35.7	205	Victoria	15.5	314
Stockton	96.4	100	Merced	35.7	205	Jackson, Tenn.	15.0	315
Total Top 100	31,595.2		Waco	35.3	207	Iowa City	14.6	316
Columbia, S.C.	96.1	101	Benton Harbor	34.4	208	Casper	13.5	317
Flint	94.0	102	Longview-Marshall	34.3	209	Lawrence, Kans.	13.5	318
Melbourne-Thruway-Palm Bay	93.7	103	Olympia	34.2	210	Grand Forks	11.6	320
Vallejo-Fairfield-Napa	91.9	104	Topeka	33.7	211	Total Above Areas	40,671.8	
Wichita	91.2	105	Parkersburg-Marietta	33.6	212	Percent of U.S.	78.3566	
York	89.5	106	St. Cloud	33.4	213	U.S. Total	51,906.0	
			Wheeling	32.8	214			

METRO MARKET RANKINGS

Total Households

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
New York	3,485.5	1	Lansing-East Lansing	157.2	107	Naples	59.9	215
Los Angeles-Long Beach	3,196.6	2	Lakeland-Winter Haven	155.1	108	St. Cloud	59.5	216
Chicago	3,123.3	3	Vallejo-Fairfield-Napa	154.9	109	Lima	58.6	217
Philadelphia	1,840.1	4	Daytona Beach	153.9	110	Merced	58.3	218
Detroit	1,629.7	5	Lancaster	153.3	111	Fort Walton Beach	58.2	219
Washington	1,424.1	6	Canton	151.1	112	Muskegon	58.0	220
Boston-Lawrence-Salem-Lowell-Brockton	1,413.9	7	Santa Rosa-Petaluma	150.7	113	Fargo-Moorhead	57.4	221
Houston	1,206.2	8	Saginaw-Bay City-Midland	147.0	114	Steubenville-Weirton	57.0	222
Atlanta	1,058.3	9	Colorado Springs	146.8	115	Tyler	56.8	223
Dallas	946.4	10	Augusta	146.3	116	Medford	56.6	224
Minneapolis-St. Paul	918.7	11	Madison	143.9	117	Athens	56.1	225
St. Louis	918.5	12	Jackson, Miss.	143.2	118	Elkhart-Goshen	56.0	226
San Diego	906.7	13	Spokane	142.7	119	Anderson, S.C.	55.9	227
Nassau-Suffolk	887.0	14	Davenport-Rock Island-Moline	142.0	120	Waterloo-Cedar Falls	55.8	228
Baltimore	881.4	15	Fort Myers-Cape Coral	138.4	121	Pittsfield	55.3	229
Riverside-San Bernardino	874.7	16	Fort Wayne	135.4	122	Clarksville-Hopkinsville	55.0	230
Pittsburgh	868.8	17	Lexington-Fayette	134.7	123	Tuscaloosa	55.0	230
Phoenix	833.3	18	Shreveport	133.8	124	Richland-Kennebec-Pasco	54.5	232
Anaheim-Santa Ana	833.1	19	Beaumont-Port Arthur	132.8	126	Redding	54.2	233
Oakland	822.1	20	Pensacola	132.2	127	Battle Creek	53.7	235
Seattle	760.4	22	Peoria	131.4	128	Florence, Ala.	53.7	235
Miami-Hialeah	726.4	23	Santa Barbara-Santa Maria-Lompoc	130.9	129	Jonestown-Beloit	52.8	237
Cleveland	721.1	24	Reading	130.3	130	Lynchburg	52.3	239
Newark	694.8	25	Albany-Albany	129.7	131	Jackson, Mich.	52.3	239
Denver	674.1	26	Portsmouth-Dover-Rochester	127.7	132	Joplin	52.1	240
San Francisco	671.0	27	Atlantic City	126.2	133	Panama City	51.8	241
Kansas City	607.7	28	Modesto	125.0	134	Monroe	51.7	242
Sacramento	561.3	29	Huntington-Ashland	124.6	135	Greeley	51.6	243
Cincinnati	553.3	30	Manchester-Nashua	124.2	136	Eau Claire	51.5	244
Fort Lauderdale-Hollywood-Pompano Beach	545.8	31	Trenton	121.5	137	Siox Falls	51.0	245
Milwaukee	544.1	32	Sarasota	121.5	138	Altamonte	50.8	246
Columbus, Ohio	526.7	33	Corpus Christi	121.0	139	Burlington, Vt.	50.8	246
San Jose	515.2	34	Appleton-Oshkosh-Neenah	117.9	140	Bangor	50.7	248
New Orleans	488.9	35	Salinas-Seaside-Monterey	116.3	141	Pueblo	50.7	249
Bergen-Passaic	485.2	36	Utica-Rome	116.3	141	Terre Haute	49.7	250
Fort Worth-Arlington	484.6	37	Albany-Albany	112.8	143	Total Top 250	69,629.7	
Norfolk-Virginia Beach-Newport News	476.2	38	Evansville	110.3	144	Vineland-Millville-Bridgeton	49.4	251
Portland, Ore.	475.9	39	Rockford	108.8	145	Anderson, Ind.	49.3	252
Indianapolis	473.0	40	Eugene-Springfield	108.6	146	Dorham	49.3	252
Charlotte-Gastonia-Rock Hill	454.6	41	McAllen-Edinburg-Mission	107.3	147	Manassas	49.3	252
Hartford-New Britain-Middletown-Bristol	430.6	42	Macon-Warner Robins	106.3	148	Charlottesville	49.2	255
Orlando	421.2	43	Charleston, W. Va.	106.1	149	Alexandria, La.	48.8	256
Oklahoma City	401.0	44	Total Top 150	105.8	150	Decatur, Ill.	48.2	257
Monmouth-Ocean	378.5	45		62,471.1		Bellingham	47.6	258
Nashville	377.4	46		103.8	151	Wilmington, N.C.	47.3	259
West Palm Beach-Boca Raton-DeBary	373.4	48		102.8	152	Bloomington-Normal	46.8	260
Rochester, N.Y.	370.7	49		102.7	153	Wichita Falls	46.3	261
Dayton-Springfield	369.5	50		102.5	154	Las Cruces	46.3	262
Total Top 50	43,002.4			100.4	155	Sharon	46.1	263
Greensboro-Winston-Salem-High Point	366.7	51		98.8	156	Billing	45.9	264
Louisville	365.1	52		98.7	157	Bryan-College Station	45.7	266
Buffalo	362.3	53		98.4	158	Annisson	45.5	267
Birmingham	360.7	54		98.1	159	Siox City	45.5	267
Memphis	360.7	54		94.6	160	Tulsa	45.4	269
Jacksonville, Fla.	357.6	56		94.3	161	Pasadena	45.2	270
Middlesex-Somerset-Hunterdon	354.4	57		93.6	162	Arlene	45.0	271
Salt Lake City-Ogden	349.0	58		93.3	163	Williamsport	45.0	271
Providence-Pawtucket-Woonsocket	339.9	59		92.3	164	Kenosha	44.9	273
Albany-Schenectady-Troy	326.8	60		91.9	165	Lafayette-West Lafayette	44.9	273
Richmond-Petersburg	312.7	61		91.6	166	Yuba City	43.7	277
New Haven-Waterbury-Meriden	299.7	62		91.2	168	Muncie	43.7	277
Bridgeport-Stamford-Norwalk-Danbury	299.0	63		90.5	169	Santa Fe	43.7	276
Austin	291.0	64		89.2	170	Hagerstown	43.3	278
Tulsa	289.5	65		89.0	171	Florence, S.C.	43.1	279
Scranton-Wilkes-Barre	286.1	66		88.7	172	Fayetteville-Springdale	42.7	280
Honolulu	273.6	67		88.5	173	Waco	42.6	281
Raleigh-Durham	272.8	68		86.5	174	Burlington, N.C.	41.5	282
Las Vegas	271.0	69		86.5	173	Glens Falls	41.2	283
Allentown-Bethlehem-Easton	265.7	70		86.4	175	Midland, Tex.	40.8	284
Tucson	265.2	71		84.7	176	Danville, Va.	40.7	285
Worcester-Fitchburg-Leominster	254.5	72		84.3	177	Albany, Ga.	40.7	286
Akron	249.3	73		83.5	178	State College	40.3	287
Grand Rapids	245.0	74		83.1	179	Gadsden	40.1	288
Knoxville	240.1	75		83.0	180	Columbia, Mo.	39.6	289
Greenville-Spartanburg	240.0	76		82.9	181	Lawton	39.5	290
Syracuse	239.7	77		81.9	182	Lewiston-Auburn	39.5	290
Toledo	237.4	78		81.4	183	Cumberland	39.2	292
Omaha	232.2	79		80.9	184	Jacksonville, N.C.	39.1	293
Harrisburg-Lebanon-Carlisle	231.8	80		80.8	185	Sheboygan	39.0	294
Fresno	225.6	81		79.7	186	Decatur, Ala.	38.9	295
Osland-Ventura	222.6	82		78.8	187	Rochester, Minn.	38.6	296
Springfield, Mass.	221.1	83		78.2	188	Sherman-Denison	38.2	297
Gary-Hammond	217.2	84		77.8	189	Bloomington, Ind.	37.9	299
Tacoma	213.3	85		75.6	190	Kankakee	36.9	300
Jersey City	212.0	86		74.5	191	San Angelo	36.9	300
Wilmington, Del.	210.3	87		74.2	192	La Crosse	36.8	302
Albuquerque	194.5	88		73.3	193	Yuma	34.8	303
Little Rock-North Little Rock	192.0	89		72.9	194	Iowa City	34.4	304
Youngstown-Warren	191.8	90		72.4	195	Elmira	34.3	305
Baton Rouge	189.2	91		71.3	196	Laredo	34.2	306
Bakersfield	188.9	92		71.1	197	Owensboro	33.4	307
New Bedford-Fall River-Attleboro	184.6	93		70.4	198	St. Joseph	32.1	309
Mobile	181.0	94		69.9	200	Bismarck	32.0	308
El Paso	179.6	95		66,767.1		Dubuque	31.7	310
Charleston, S.C.	178.3	96		69.1	201	Rapid City	31.7	310
Wichita	175.9	97		68.8	202	Pine Bluff	31.3	312
Johnson City-Kingsport-Bristol	172.1	98		68.4	203	Great Falls	30.3	314
Lake County, Ill.	171.7	99		68.3	204	Jackson, Tenn.	30.6	313
Chattanooga	169.5	100		66.0	205	Cheyenne	30.1	315
Total Top 100	55,732.2			64.8	206	Lawrence, Kans.	27.7	316
Columbia, S.C.	169.3	101		63.7	207	Victoria	26.2	317
Melbourne-Titusville-Palm Bay	168.0	102		63.6	208	Casper	25.7	318
Stockton	164.1	103		62.7	209	Grand Forks	25.0	319
Des Moines	161.5	104		62.6	210	Enid	23.5	320
Flint	160.1	105		62.1	211	Total Above Areas	72,429.1	
York	157.8	106		61.8	212	Percent of U.S.	77,505.0	
				61.2	213	U.S. Total	93,450.9	
				60.3	214			

Single-Person Households

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
New York	1,118.2	1	Flint	37.3	107	Pueblo	14.3	215
Los Angeles-Long Beach	852.0	2	Colorado Springs	37.2	108	Santa Fe	14.2	216
Chicago	605.2	3	Oxnard-Ventura	37.1	109	Steuersville-Weirton	14.2	216
Philadelphia	467.9	4	York	36.7	110	Burlington, Vt.	13.9	218
Detroit	392.4	5	Lansing-East Lansing	36.3	111	Battle Creek	13.7	219
Boston-Lawrence-Salem-Lowell-Bracton	391.7	6	Lexington-Fayette	35.8	112	Lima	13.7	219
Washington	368.9	7	Atlanta City	35.6	113	Anderson, S.C.	13.5	221
Houston	291.4	8	Lakeland-Winter Haven	34.4	114	Longview-Marshall	13.5	221
Minneapolis-St. Paul	245.1	9	Reading	34.4	114	Janesville-Beloit	13.4	223
Atlanta	243.9	10	Vallejo-Fairfield-Napa	33.9	116	Athens	13.3	224
Tampa-St. Petersburg-Clearwater	241.5	11	Fort Myers-Cape Coral	33.7	117	Charlottesville	13.2	225
Pittsburgh	236.0	12	Lancaster	33.5	118	Eau Claire	13.1	226
Dallas	230.3	13	Canton	33.3	119	Jamestown-Dunkirk	13.1	226
San Francisco	228.9	14	Shreveport	33.2	120	Bloomington-Normal	13.0	228
Seattle	219.9	15	Augusta	33.1	121	Muskegon	12.9	260
St. Louis	218.0	16	Reno	33.0	122	Florence, Ala.	12.9	260
Phoenix	217.8	17	Lake County, Ill.	32.8	123	Lake Charles	12.9	230
San Diego	212.6	18	Peoria	32.8	123	Alhambra	12.8	232
Oakland	211.4	19	Santa Barbara-Santa Maria-Lompoc	32.3	125	Decatur, Ill.	12.8	232
Baltimore	202.2	20	Saginaw-Bay City-Midland	31.9	126	Bilings	12.7	234
Cleveland	200.5	21	Sarasota	31.9	126	Terre Haute	12.7	234
Denver	196.0	22	Jackson, Miss.	31.5	128	Wilmington, N.C.	12.7	234
Miami-Hialeah	195.9	23	Appleton-Oshkosh-Neenah	30.5	129	Fort Walton Beach	12.6	237
Anaheim-Santa Ana	179.3	24	Huntington-Ashland	30.0	130	Mansfield	12.6	237
Riverside-San Bernardino	160.8	25	Trenton	29.9	131	Joplin	12.5	239
Fort Lauderdale-Hollywood-Pompano Beach	151.7	27	Charleston, W.Va.	29.7	132	Sioux City	12.5	239
Milwaukee	150.8	28	Manchester-Nashua	29.7	132	Brownsville-Harlingen	12.2	242
Kansas City	148.8	29	El Paso	29.6	134	Lafayette-West Lafayette	12.2	242
Columbus, Ohio	147.2	30	Fort Wayne	29.5	135	Panama City	12.2	242
Cincinnati	147.2	31	Puerto-Rico-Dover-Rochester	29.4	136	Bellingham	12.1	245
Sacramento	144.7	32	Pennacook	29.2	137	Redding	12.0	246
Nassau-Suffolk	134.9	33	Eugene-Springfield	28.8	138	Tyler	12.0	246
New Orleans	127.1	34	Evansville	27.7	139	Greeley	11.9	248
Portland, Ore.	126.2	35	Ann Arbor	27.6	140	Monroe	11.8	249
San Jose	118.1	36	Aurora-Elgin	27.6	140	Anderson, Ind.	11.7	250
Bergen-Passaic	113.9	37	Beaumont-Port Arthur	27.6	140	Total Top 250	17,512.2	
Indianapolis	111.7	38	Utica-Rome	27.0	144	Bloomington, Ind.	11.7	250
Charlotte-Gastonia-Rock Hill	104.9	39	Montgomery	26.6	145	Iowa City	11.7	250
Norfolk-Virginia Beach-Newport News	102.1	40	Rockford	26.3	146	Lynchburg	11.6	254
Fort Worth-Arlington	91.9	41	Portland, Me.	26.0	147	Jackson, Mich.	11.5	255
Hartford-New Britain-Middletown-Bristol	101.8	42	Modesto	25.5	148	Ann Arbor	11.5	255
West Palm Beach-Boca Raton-Delray Beach	100.5	43	Erie	25.4	149	Elkhart-Goshen	11.3	257
Dayton-Springfield	99.4	44	Duluth	24.7	150	Bangor	11.3	257
Minneapolis-Ocean	95.9	45	Lincoln	24.7	150	Richland-Kennebec-Pasco	11.3	257
Oklahoma City	94.8	46	Total Top 150	15,812.2		Alexandria, La.	11.2	259
Greensboro-Winston-Salem-High Point	94.8	47	Springfield, Ill.	24.6	151	Bryan-College Station	11.2	259
Orlando	94.5	48	Huntsville	24.5	152	Dallas	11.2	259
Rochester, N.Y.	92.8	49	Birmingham	24.1	153	Sharon	11.1	261
Nashville	92.5	50	Solinas-Seaside-Monterey	23.9	154	Wichita Falls	11.1	261
Total Top 50	11,103.8		Fort Pierce	23.7	155	Clarksville-Hopkinsville	11.0	264
San Antonio	91.7	51	Boulder-Longmont	23.3	156	Williamsport	11.0	264
Buffalo	90.8	52	Salem, Ore.	23.3	156	Kenosha	10.9	266
Jacksonville, Fla.	90.3	53	South Bend-Mishawaka	23.3	156	St. Cloud	10.9	266
Birmingham	89.7	54	Tallahassee	23.1	159	Houma-Thibodaux	10.8	268
Louisville	87.3	55	Joliet	23.0	160	Merced	10.6	269
Providence-Pawtucket-Woonsocket	85.6	56	Macon-Warner Robins	23.0	160	Burlington, N.C.	10.5	270
Albany-Schenectady-Troy	85.1	57	Corpus Christi	22.8	162	Columbia, Mo.	10.5	270
Memphis	83.7	58	New London-Norwich	22.6	163	Muncie	10.5	270
Las Vegas	79.3	59	Hamilton-Middletown	22.4	164	Vineland-Millville-Bridgeton	10.5	270
Austin	78.2	60	Roske	22.0	165	Brazoria	10.3	274
Raleigh-Durham	77.6	61	Johnstown	21.9	166	La Crosse	10.3	274
Scranton-Wilkes-Barre	77.4	62	Santa Cruz	21.8	167	Lewiston-Auburn	10.3	274
Middlesex-Somerset-Huntingdon	76.7	63	Springfield, Mo.	21.7	168	State College	10.3	274
Tucson	75.4	64	Kalamazoo	21.4	169	Arlene	10.2	278
Tulsa	73.0	65	Bradenton	21.3	170	Los Cruces	10.2	278
New Haven-Waterbury-Meriden	72.9	66	Lorain-Elyria	21.3	170	Odesa	10.1	280
Richmond-Petersburg	69.7	67	Savannah	21.0	172	Torokana	10.1	280
Allentown-Bethlehem-Easton	68.6	68	Poughkeepsie	20.8	173	Cumbers	9.9	282
Bridgeport-Stamford-Norwalk-Danbury	64.6	69	Anchorage	20.6	174	Rochester, Minn.	9.8	283
Salt Lake City-Ogden	64.6	69	Gaineville	20.6	174	Wausau	9.8	283
Toledo	64.4	71	Green Bay	20.6	174	Yuba City	9.8	283
Akron	63.3	72	Ashville	20.4	177	Hagerstown	9.7	286
Worcester-Fitchburg-Leominster	62.9	73	Columbus, Ga.	20.3	178	Shelbyville-Springdale	9.7	286
Knoxville	62.6	74	Hickory-Morganton	20.1	179	Geardien	9.5	288
Harrisburg-Lebanon-Carlisle	61.7	75	Cedar Rapids	20.0	180	Florence, S.C.	9.4	290
Greenville-Spartanburg	61.6	76	Wheeling	19.6	181	Kankakee	9.3	291
Jersey City	61.2	77	Niagara Falls	19.4	182	Glens Falls	9.1	292
Omaha	59.9	78	Biloxi-Gulfport	19.2	184	Sherman-Denison	9.1	292
Springfield, Mass.	57.8	79	Champaign-Urbana-Rantoul	19.2	184	Cheyenne	9.0	294
Syracuse	57.5	80	Orange County, N.Y.	19.0	186	Kokomo	9.0	294
Tacoma	56.9	81	Tapoka	18.6	187	Decatur, Ala.	8.9	296
Grand Rapids	56.8	82	Chico	18.4	188	Great Falls	8.7	297
Albuquerque	52.7	83	Lubbock	18.2	189	Midland, Tex.	8.7	297
Des Moines	48.7	84	Amarillo	18.1	190	Pascagoula	8.7	297
Honolulu	46.7	85	Visalia-Tulare-Porterville	18.1	190	Danville, Va.	8.6	300
Youngstown-Warren	46.7	85	Boise	17.8	192	San Angelo	8.5	301
Fresno	46.6	87	Galveston-Texas City	17.6	193	Owensboro	8.4	302
Columbia, S.C.	45.8	88	Ocala	17.3	194	Provo-Orem	8.4	302
Wilmington, Del.	45.5	89	Fayetteville, N.C.	16.9	195	St. Joseph	8.4	302
Madison	45.3	90	Fort Collins-Loveland	16.9	195	Rapid City	8.3	305
Wichita	44.3	91	Lafayette, La.	16.9	195	Lawton	8.1	306
Mobile	43.2	92	Waco	16.6	198	Elmira	8.0	307
Gary-Hammond	42.9	93	Olympia	16.2	199	Dubuque	7.9	308
Daytona Beach	42.7	94	Bremerton	16.1	200	Jackson, Tenn.	7.9	309
New Bedford-Fall River-Attleboro	42.5	95	Total Top 200	16,835.1		Albany, Ga.	7.6	310
Charlottesville	41.9	96	Yakima	16.0	201	Jacksonville, N.C.	7.6	310
Little Rock-North Little Rock	41.7	97	Beaver County, Pa.	15.8	202	Lawrence, Kans.	7.4	312
Melbourne-Titusville-Palm Bay	41.5	98	Pittsfield	15.8	202	Yuma	7.4	312
Baton Rouge	41.1	99	Racine	15.8	202	Bismarck	7.3	314
Spokane	40.4	100	Fargo-Moorhead	15.6	205	Casper	6.7	315
Total Top 100	14,211.8		Killeen-Temple	15.4	206	Pine Bluff	6.7	315
Charleston, S.C.	40.3	101	Sioux Falls	15.4	206	End	6.1	317
Johnson City-Kingsport-Bristol	39.9	102	Benton Harbor	15.2	208	Grand Forks	6.0	318
Bakersfield	39.2	103	McAllen-Edinburg-Mission	15.2	208	Laredo	5.2	319
Stockton	38.2	104	Fort Smith	15.1	210	Victoria	4.8	320
Davenport-Rock Island-Moline	37.7	105	Parkersburg-Marietta	15.1	210	Total Above Areas	16,172.0	
Santa Rosa-Petaluma	37.7	105	Naples	14.5	212	Percent of U.S.	78.806%	
			Waterloo-Cedar Falls	14.5	212	U.S. Total	23,058.4	
			Tuscaloosa	14.4	214			

METRO MARKET RANKINGS

Total Effective Buying Income (EBI)

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	135,162,824	1	Santa Barbara-Santa Maria-Lompoc	5,377,477	107	Kenosha	1,874,026	215
New York	132,059,479	2	Mobile	5,309,385	108	Kansas City-Mexia	1,873,581	216
Chicago	93,447,201	3	Melbourne-Titusville-Palm Bay	5,298,972	109	Provo-Orem	1,870,482	217
Philadelphia	73,852,045	4	Joliet	5,240,826	110	Fort Smith	1,863,234	218
Washington	73,784,364	5	Madison	5,232,635	111	Longview-Marshall	1,854,091	219
Boston-Lawrence-Salem-Lowell-Brockton	66,398,906	6	Charleston, S.C.	5,228,507	112	Tyler	1,838,297	220
Detroit	61,228,315	7	Aurora-Elgin	5,215,510	113	Wheeling	1,822,030	221
Norwalk-Suffolk	51,030,361	8	Peoria	5,106,303	114	Brownsville-Harlingen	1,819,395	222
Houston	43,231,791	9	El Paso	5,019,055	115	Lima	1,814,963	223
Atlanta	41,303,037	10	Davenport-Rock Island-Moline	4,995,095	116	Muskegon	1,808,394	224
Anaheim-Santa Ana	39,243,128	11	Flint	4,970,985	117	Lynchburg	1,795,339	225
San Diego	38,270,528	12	Chattanooga	4,961,557	118	Vineand-Millville-Bridgeton	1,793,191	226
Minneapolis-St. Paul	37,493,475	13	Johnson City-Kingsport-Bristol	4,900,143	119	Lake Charles	1,791,473	227
Dallas	35,990,083	14	Saginaw-Bay City-Midland	4,860,751	120	Santa Fe	1,650,861	245
Oakland	35,278,524	15	Salinas-Seaside-Monterey	4,835,904	121	Charlottesville	1,761,041	229
Newark	34,773,475	16	Colorado Springs	4,661,635	122	Elkhart-Goshen	1,755,806	230
St. Louis	34,668,544	17	Fort Myers-Cape Coral	4,641,612	123	Bloomington-Normal	1,754,397	231
Baltimore	34,503,342	18	Augusta	4,626,316	124	Fargo-Moorhead	1,753,653	232
San Francisco	32,627,833	19	Dayton Beach	4,603,995	125	Jackson, Mich.	1,752,441	233
Seattle	32,109,184	20	Canton	4,599,640	126	Merced	1,742,272	234
Riverside-San Bernardino	31,844,576	21	Lakeland-Winter Haven	4,542,665	127	Siox Falls	1,730,131	235
Phoenix	28,413,814	22	Fort Wayne	4,516,329	128	Decatur, Ill.	1,727,001	236
Tampa-St. Petersburg-Clearwater	28,029,245	23	Jackson, Miss.	4,497,062	129	Bangor	1,634,446	237
Pittsburgh	27,474,980	24	Beaumont-Port Arthur	4,490,579	130	Steubenville-Weirton	1,630,952	238
San Jose	26,770,972	25	Reading	4,471,064	131	Parkersburg-Marietta	1,626,452	239
Bergen-Passaic	26,051,651	26	Atlantic City	4,342,763	132	Clarksville-Hopkinsville	1,624,273	240
Cleveland	25,613,094	27	Lexington-Fayette	4,324,044	133	Athens	1,611,042	241
Denver	24,888,293	28	Pensacola	4,223,094	134	Jamestown-Dunkirk	1,594,117	242
Miami-Hialeah	24,874,562	29	Modesto	4,103,231	135	Midland, Tex.	1,592,517	243
Kansas City	22,492,388	30	Spokane	4,080,491	136	Redding	1,584,361	244
Sacramento	21,223,580	31	Appleton-Oshkosh-Neenah	4,023,194	137	Santa Fe	1,550,861	245
Milwaukee	20,866,517	32	Poughkeepsie	3,997,285	138	Eau Claire	1,543,159	246
Fort Lauderdale-Hollywood-Pompano Beach	20,329,599	33	Sarasota	3,963,096	139	Anderson, S.C.	1,538,334	247
Midland-Somerset-Hunterdon	19,693,190	34	Orange County, N.Y.	3,914,491	140	Odesa	1,537,935	248
Cincinnati	19,495,351	35	Ann Arbor	3,881,740	141	Rochester, Minn.	1,532,601	249
Hartford-New Britain-Middletown-Bristol	19,099,179	36	Rochford	3,877,473	142	Anderson, Ind.	1,525,213	250
Monmouth-Ocean	18,042,117	37	Reno	3,867,605	143	Total Top 250	2,432,488,383	250
Bridgeport-Stamford-Norwalk-Danbury	17,608,066	38	New London-Norwich	3,820,252	144	Medford	1,525,184	251
Norfolk-Virginia Beach-Newport News	17,461,876	39	Shreveport	3,797,462	145	Mansfield	1,519,805	252
Fort Worth-Arlington	17,344,024	40	Santa Cruz	3,646,842	146	Lafayette-West Lafayette	1,500,704	253
Columbus, Ohio	17,218,380	41	Anchorage	3,620,974	147	Laurens	1,483,513	254
Portland, Ore.	16,734,852	42	Corpus Christi	3,592,958	148	Altoona	1,479,667	255
Indianapolis	16,151,475	43	Portland, Me.	3,576,458	149	Sharon	1,438,492	256
West Palm Beach-Boca Raton-Delray Beach	15,058,492	44	Utica-Rome	3,557,555	150	Columbia, Mo.	1,431,797	257
New Orleans	14,395,281	45	Total Top 150	2,405,623,637		Florence, Ala.	1,416,241	258
Charlotte-Gastonia-Rock Hill	14,266,062	46	Binghamton	3,555,833	151	Shelbyville	1,404,175	259
Rochester, N.Y.	14,068,167	47	Macomb-Warner Robins	3,552,674	152	Bellingham	1,403,379	260
San Antonio	13,954,940	48	Erie	3,532,043	153	Greeley	1,403,186	261
New Haven-Waterbury-Meriden	13,786,166	49	Huntsville	3,516,366	154	Tuscaloosa	1,401,637	262
Total Top 50	1,739,890,319		Evansville	3,486,244	155	Joplin	1,394,881	263
Nashville	13,179,209	50	Lorain-Elyria	3,409,755	156	Agawam	1,389,251	264
Providence-Pawtucket-Woonsocket	12,582,730	51	Montgomery	3,342,413	157	Pasadena	1,375,822	265
Greensboro-Winston-Salem-High Point	12,398,467	52	Hamilton-Middletown	3,320,055	158	Williamsport	1,362,281	266
Richmond-Petersburg	12,389,474	53	Kalamazoo	3,152,551	159	Wichita Falls	1,360,680	267
Dayton-Springfield	12,351,539	54	Huntington-Ashland	3,126,629	160	Bryan-College Station	1,354,540	268
Buffalo	12,316,950	55	Lincoln	3,103,085	161	Yuba City	1,346,329	269
Honolulu	12,284,357	56	Eugene-Springfield	2,992,329	162	Wilmington, N.C.	1,341,430	270
Albany-Schenectady-Troy	12,064,387	57	Charleston, W.Va.	2,989,469	163	Glens Falls	1,339,603	271
Jacksonville, Fla.	12,001,320	58	Fort Pierce	2,987,420	164	Billings	1,327,434	272
Louisville	11,688,076	59	Savannah	2,961,589	165	Kokomo	1,307,950	273
Memphis	11,236,166	60	Rancho	2,955,020	166	Monroe	1,306,247	274
Salt Lake City-Ogden	11,145,168	61	Duluth	2,947,584	167	Durham	1,305,428	275
Oklahoma City	10,705,903	62	Boulder-Longmont	2,914,921	168	Waukegan	1,299,303	276
Oxnard-Ventura	10,446,535	63	South Bend-Mishawaka	2,904,082	169	Muncie	1,293,438	277
Worcester-Fitchburg-Leominster	10,384,560	64	Vancouver	2,864,560	170	Abilene	1,292,035	278
Birmingham	10,314,251	65	Visalia-Tulare-Porterville	2,833,075	171	Panama City	1,282,136	279
Raleigh-Durham	10,280,852	66	Tallahassee	2,800,265	172	Fueblo	1,278,042	280
Austin	9,797,231	67	Galveston-Texas City	2,792,641	173	Siox Falls	1,271,748	281
Allentown-Bethlehem-Easton	9,504,012	68	Springfield, Mo.	2,764,157	174	Lewistown-Auburn	1,253,903	282
Grand Rapids	9,035,041	69	Salem, Ore.	2,747,420	175	Alexandria, La.	1,239,194	283
Las Vegas	8,961,678	70	Hickory-Morganton	2,712,020	176	Danville, Va.	1,238,021	284
Lake County, Ill.	8,722,856	71	Columbus, Ga.	2,674,517	177	State College	1,229,132	285
Syracuse	8,632,819	72	Fayetteville, N.C.	2,671,519	178	Burlington, N.C.	1,226,021	286
Omaha	8,627,497	73	Boise	2,657,339	179	Fayetteville-Springdale	1,225,204	287
Scranton-Wilkes-Barre	8,558,581	74	Bradenton	2,580,694	180	Albany, Ga.	1,222,568	288
Wilmington, Del.	8,556,204	75	Nagars Falls	2,573,674	181	Texasarkana	1,211,717	289
Harrisburg-Lebanon-Carlisle	8,352,135	76	Killeen-Temple	2,551,508	182	La Crosse	1,205,544	290
Tulsa	8,258,670	77	Brazoria	2,528,932	183	Bloomington, Ind.	1,201,253	291
Akron	8,132,309	78	Springfield, Ill.	2,491,806	184	Annisston	1,179,236	292
Springfield, Mass.	8,097,441	79	Amarillo	2,463,133	185	Sherman-Denison	1,173,397	293
Fresno	8,067,417	80	Lubbock	2,410,851	186	San Angelo	1,166,479	294
Toledo	7,998,730	81	Gainesville	2,391,487	187	Kankakee	1,154,756	295
Tucson	7,433,014	82	Topeka	2,384,614	188	Crucis	1,145,819	296
Jersey City	7,206,381	83	McAllen-Edinburg-Mission	2,360,820	189	Jacksonville, N.C.	1,124,510	297
Knoxville	7,175,505	84	Green Bay	2,340,910	190	Iowa City	1,121,511	298
Gary-Hammond	6,915,635	85	Cedar Rapids	2,340,910	191	Lawton	1,084,431	299
Greenfield-Spartanburg	6,883,512	86	Johnstown	2,334,393	192	Cumberland	1,074,650	300
Bakersfield	6,656,858	87	Bremerton	2,330,788	193	Flint, S.C.	1,065,161	301
Wichita	6,605,200	88	Racine	2,290,587	194	Decatur, Ala.	1,046,090	302
New Bedford-Fall River-Arlington	6,440,169	89	Lafayette, La.	2,285,441	195	St. Joseph	1,012,138	303
Trenton	6,335,927	90	Beaver County, Pa.	2,166,866	196	Rapid City	984,002	304
Tacoma	6,317,238	91	Biloxi-Gulfport	2,166,816	197	Bismarck	978,212	305
Little Rock-North Little Rock	6,277,292	92	Fort Collins-Loveland	2,152,616	198	Casper	964,219	306
Santa Rosa-Petaluma	6,113,598	93	Champaign-Urbana-Rantoul	2,128,542	199	Dubuque	954,062	307
Youngstown-Warren	6,073,023	94	Richland-Kennebec-Pasco	2,104,739	200	Owensboro	922,918	308
Vallejo-Fairfield-Napa	5,939,500	95	Total Top 200	2,543,173,732		Lawrence, Kans.	899,285	309
Manchester-Nashua	5,935,216	96	Knoxville	2,100,853	201	Grand Forks	896,305	310
Baton Rouge	5,860,472	97	Olympia	2,029,026	202	Jackson, Tenn.	881,679	311
Columbia, S.C.	5,771,682	98	Pittsfield	2,004,903	203	Great Falls	868,443	312
Albuquerque	5,721,186	99	Ocala	2,004,298	204	Yuma	832,392	313
Total Top 100	2,176,072,537		Naples	1,999,273	205	Pine Bluff	824,973	314
Lansing-East Lansing	5,668,445	101	Chico	1,991,130	206	Victoria	819,400	315
Stockton	5,588,266	102	Waterloo-Cedar Falls	1,983,890	207	Laredo	771,917	316
Portsmouth-Dover-Rochester	5,572,475	103	Yakima	1,967,283	208	Casper	748,981	317
Lancaster	5,495,903	104	Waco	1,967,141	209	Cheyenne	738,984	318
York	5,427,798	105	Burlington, Vt.	1,944,335	210	Enid	620,157	320
Des Moines	5,378,601	106	Benton Harbor	1,922,664	211	Total Above Areas	2,715,429,195	
			Battle Creek	1,909,399	212	Percent of U.S.	82.5989	
			Fort Walton Beach	1,897,565	213	U.S. Total	3,287,489,252	
			St. Cloud	1,883,008	214			

METRO MARKET RANKINGS

Suburban EBI

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	69,938,487	1	Austin	3,317,002	107	McAllen-Edinburg-Mission	1,019,237	215
Washington	59,143,531	2	Lakeland-Winter Haven	3,281,222	108	Pascagoula	1,016,663	216
Chicago	54,261,574	3	Tucson	3,266,851	109	Hagerstown	1,011,067	217
Philadelphia	52,252,200	4	Melbourne-Titusville-Palm Bay	3,253,445	110	Florence, Ala.	1,009,689	218
Norfolk-Suffolk	51,030,361	5	San Jose	3,204,667	111	Medford	1,008,540	219
Detroit	47,617,294	6	Baton Rouge	3,169,716	112	Williamsport	1,007,183	220
Boston-Lawrence-Salem-Lowell-Brockton	47,018,651	7	Fort Myers-Cape Coral	3,113,382	113	Elkhart-Goshen	974,653	221
Atlanta	34,630,332	8	Chattanooga	3,111,926	114	Eau Claire	956,557	222
Anaheim-Santa Ana	32,415,235	9	Canton	3,095,182	115	State College	944,187	223
Newark	30,028,082	10	Saginaw-Bay City-Midland	3,080,914	116	Reading	937,593	224
Oakland	27,394,378	11	Aurora-Elgin	2,989,626	117	Manfield	936,763	225
St. Louis	27,336,257	12	Peoria	2,945,373	118	Panama City	930,673	226
Minneapolis-St. Paul	26,556,443	13	Santa Cruz	2,936,004	119	Lynchburg	915,990	227
Riverside-San Bernardino	26,153,328	14	New London-Norwich	2,899,033	120	Huntsville	913,633	228
Baltimore	25,274,958	15	Binghamton	2,897,857	121	Waco	906,608	229
New York	24,646,085	16	Santa Barbara-Santa Maria-Lompoc	2,885,291	122	Florence, N.C.	905,605	230
Bergen-Passaic	24,500,934	17	Mobile	2,842,535	123	Fort Smith	901,712	231
Pittsburgh	22,411,167	18	Vallejo-Fairfield-Napa	2,755,048	124	Tyler	897,109	232
Seattle	21,920,104	19	Des Moines	2,744,416	125	Terre Haute	893,193	233
Cleveland	20,176,881	20	Manchester-Nashua	2,720,215	126	Annisson	887,382	234
Houston	20,019,665	21	Stockton	2,700,828	127	Altamonte	879,669	235
Omaha-St. Petersburg-Clearwater	19,462,012	22	Portland, Me.	2,650,480	128	Wausau	867,165	236
San Diego	19,356,037	23	Solinas-Seaside-Monterey	2,649,026	129	Bellingham	854,779	237
Dallas	18,794,327	24	Fort Pierce	2,577,644	130	Provo-Orem	852,852	238
Middlesex-Somerset-Hunterdon	18,623,132	25	Madison	2,575,825	131	Shreveport	851,458	239
Monmouth-Ocean	18,042,119	26	Brazoria	2,528,932	132	Anderson, Ind.	848,437	240
San Francisco	17,896,315	27	Mahe	2,497,888	133	Kankakee	838,330	241
Denver	17,813,332	28	Davenport-Rock Island-Moline	2,491,848	134	Monroe	836,132	242
Miami-Hialeah	17,403,517	29	Little Rock-North Little Rock	2,452,009	135	Jacksonville, N.C.	828,178	243
Hartford-New Britain-Middletown-Bristol	14,726,929	30	Beaumont-Port Arthur	2,401,561	136	Fort Collins-Loveland	826,933	244
Cincinnati	14,662,260	31	Utica-Rome	2,378,433	137	Corpus Christi	810,603	245
Sacramento	14,376,587	32	Fort Wayne	2,326,655	138	Cumbeiland	808,815	246
Fort Lauderdale-Hollywood-Pompano Beach	14,112,027	33	Ann Arbor	2,297,934	139	Cedar Rapids	801,636	247
Kansas City	13,651,241	34	Huntington-Ashland	2,278,862	140	Alexandria, La.	788,971	248
San Jose	13,096,297	35	Vancouver	2,255,174	141	Alexandria, Va.	774,083	249
Milwaukee	12,151,483	36	Charleston, W. Va.	2,235,114	142	Santa Fe	772,274	250
Orlando	11,770,876	37	Beaver County, Pa.	2,166,866	143	Total Top 250	1,649,746,142	251
West Palm Beach-Boca Raton-Delray Beach	11,531,670	38	Kalamazoo	2,161,385	144	Richland-Kennewick-Pasco	759,545	252
Rochester, N.Y.	11,384,963	39	Appleton-Oshkosh-Neenah	2,156,517	145	Longview-Marshall	754,418	253
Bridgeport-Stamford-Norwalk-Danbury	10,795,484	40	Wichita	2,145,180	146	Shenandoah	750,671	254
Portland, Ore.	10,426,486	41	Spokane	2,114,678	147	Champaign-Urbana-Rantoul	746,229	255
Dayton-Springfield	9,667,334	42	Wichita Falls	2,109,944	148	Wilmington, N.C.	743,644	256
Columbus, Ohio	9,282,020	43	Spokane	2,109,855	149	Burlington, N.C.	734,827	257
Albany-Schenectady-Troy	9,258,527	44	Total Top 150	1,527,257,907	150	Elmira	731,391	258
Providence-Pawtucket-Woonsocket	9,086,368	45	Johnstown	2,072,144	151	Kenasha	730,962	259
Richmond-Petersburg	8,941,196	46	Bradenton	2,062,431	152	Kokomo	726,957	260
Buffalo	8,754,911	47	Hamilton-Middletown	2,010,579	153	Columbus, Ga.	716,040	261
San Lake City-Ogden	8,421,721	48	Rockford	1,977,756	154	Dayton, Ohio	715,539	262
New Orleans	8,421,721	49	Ren	1,958,185	155	Dorham	700,009	263
New Haven-Waterbury-Meriden	8,169,514	50	Bremerton	1,869,529	156	Tuscaloosa	688,212	264
Total Top 50	1,124,936,040		Niagara Falls	1,863,522	157	Brownsville-Harlingen	673,747	265
Louisville	8,153,440	51	Laramie-Elyria	1,831,965	158	Lafayette-West Lafayette	655,531	266
Fort Worth-Arlington	7,806,966	52	Benton Harbor	1,826,424	159	Lafayette-Beit Lafayette	654,718	267
Wilmington, Del.	7,721,581	53	Fayetteville, N.C.	1,807,077	160	Texasarkana	647,143	268
Phoenix	7,298,453	54	Modesto	1,779,770	161	Topeka	627,299	269
Birmingham	7,276,872	55	Salem, Ore.	1,729,770	162	Bloomington, Ind.	627,299	270
Charlotte-Gastonia-Rock Hill	7,227,518	56	Roanoke	1,707,394	163	Waterloo-Cedar Falls	610,297	271
Lake County, Ill.	7,181,581	57	Chico	1,627,981	164	La Crosse	601,584	272
Oxnard-Ventura	7,160,819	58	Duluth	1,625,437	165	Columbia, Mo.	591,860	273
Harrisburg-Laboon-Casale	7,160,819	59	Lynchburg	1,587,328	166	Muncie	554,809	274
Worcester-Fitchburg-Leominster	7,023,546	60	Galveston-Texas City	1,551,278	167	Fargo-Moorhead	554,173	275
Scranton-Wilkes-Barre	6,813,993	61	Visalia-Tulare-Porterville	1,538,434	168	El Paso	550,745	276
Allentown-Bethlehem-Easton	6,778,166	62	Evansville	1,499,009	169	Rochester, Minn.	547,476	277
Syracuse	6,732,172	63	Naples	1,498,223	170	Bloomington-Normal	529,780	278
Greensboro-Winston-Salem-High Point	6,680,937	64	Cocon-Warner Robins	1,496,859	171	Goatsden	525,569	279
Indianapolis	6,680,937	65	Ocala	1,475,224	172	Decatur, Ala.	505,120	280
Grand Rapids	6,283,940	66	Burlington, Vt.	1,443,423	173	Iowa City	493,271	281
Nashville	6,044,358	67	Wheeling	1,411,388	174	Lawrence, Kan.	487,033	282
Honolulu	5,718,347	68	St. Cloud	1,405,685	175	Sherman-Denison	486,943	283
Greenville-Spartanburg	5,718,347	69	Muskegon	1,403,004	176	Lewisburg-Auburn	486,134	284
Trenton	5,099,100	70	Lexington-Fayette	1,387,995	177	Clarksville-Milledgeville	479,625	285
Akron	5,056,587	71	Killeen-Temple	1,381,750	178	Albany, Ga.	468,427	286
York	4,923,352	72	Gainesville	1,357,506	179	Fayetteville-Springdale	468,427	287
Lancaster	4,839,480	73	Houma-Thibodaux	1,341,892	180	Siox City	391,874	288
Springfield, Mass.	4,811,239	74	Jackson, Mich.	1,333,483	181	Billings	378,039	289
Raleigh-Durham	4,733,338	75	Lima	1,332,831	182	Amarillo	364,640	290
Columbia, S.C.	4,675,637	76	Eugene-Springfield	1,294,071	183	Bismarck	357,093	291
Oklahoma City	4,655,342	77	Ashville	1,292,979	184	Yuma	345,364	292
Knoxville	4,625,845	78	Charlottesville	1,290,101	185	Lincoln	337,341	293
Tacoma	4,566,566	79	Boulder-Longmont	1,286,206	186	Owensboro	314,732	294
Gary-Hammond	4,566,566	80	Irving	1,282,155	187	Odessa	303,074	295
Youngstown-Warren	4,558,962	81	Shoreline	1,258,251	188	St. Louis	297,869	296
Charleston, S.C.	4,437,541	82	Savannah	1,258,127	189	Siox Falls	294,689	297
Portsmouth-Dover-Rochester	4,382,169	83	Bangor	1,252,810	190	Lawton	289,969	298
Bakersfield	4,272,512	84	Racine	1,245,840	191	Wichita Falls	289,969	299
Joliet	4,254,918	85	Anderson, S.C.	1,226,185	192	Jackson, Tenn.	269,325	300
Augusta	4,188,438	86	Bottine Creek	1,223,689	193	Apex City	267,627	301
Jersey City	4,173,945	87	Merced	1,190,406	194	Pueblo	255,144	302
San Antonio	4,067,367	88	Albuquerque	1,189,290	195	Grand Forks	257,211	303
Fresno	3,960,918	89	Green Bay	1,181,840	196	Casper	234,866	304
Atlantic City	3,938,476	90	South Bend-Mishawaka	1,175,912	197	Victoria	203,760	305
Orange County, N.Y.	3,914,491	91	Total Top 200	1,602,165,468	200	Lawrence, Kan.	201,313	306
Daytona Beach	3,860,166	92	Lafayette, La.	1,156,023	201	Chesapeake	192,169	307
New Bedford-Fall River-Athol-Barnstable	3,820,220	93	Athens	1,155,282	202	Pine Bluff	184,533	308
Tulsa	3,664,012	94	Springfield, Ill.	1,151,400	203	St. Joseph	162,591	309
Reading	3,593,515	95	Tallahassee	1,133,010	204	San Angelo	133,150	310
Santa Rosa-Petaluma	3,587,282	96	Colorado Springs	1,129,724	205	Bryce College Station	128,838	311
Poughkeepsie	3,569,584	97	Glens Falls	1,122,238	206	Midland, Tex.	118,133	312
Jacksonville, Fla.	3,525,375	98	Montgomery	1,079,961	207	Enid	115,095	313
Toledo	3,512,399	99	Yuba City	1,075,198	208	Abilene	100,488	314
Total Top 100	1,389,795,252		Springfield, Mo.	1,074,119	209	Loredo	57,480	315
Flint	3,489,111	100	Shreveport-Weirton	1,068,754	210	Chasapeake	0	320
Johnson City-Kingsport-Bristol	3,457,244	101	Parkersburg-Marietta	1,068,383	211	Total Above Areas	1,680,990,694	
Lansing-East Lansing	3,431,086	102	Jamestown-Dunkirk	1,067,022	212	Percent of U.S.	100,000	
Norfolk-Virginia Beach-Newport News	3,417,355	103	Boise	1,061,838	213	U.S. Total	1,680,990,694	
Memphis	3,411,977	104	Lake Charles	1,023,303	214			
Pensacola	3,380,528	105						

Median Household EBI

Area	(\$)	Rank	Area	(\$)	Rank	Area	(\$)	Rank
Nassau-Suffolk	45,711	1	Indianapolis	27,063	107	Champaign-Urbana-Rantoul	23,094	215
Middlesex-Somerset-Huntingdon	44,453	2	Santa Fe	27,049	108	Tacoma	23,070	216
Bridgeport-Stamford-Norwalk-Danbury	42,568	3	Binghamton	27,042	109	Memphis	23,015	217
San Jose	42,126	4	Pittsfield	27,026	110	St. Joseph	22,964	218
Washington	41,545	5	Reading	26,952	111	Elmira	22,949	219
Bergen-Passaic	40,806	6	Boulder-Longmont	26,947	112	Jackson, Miss.	22,935	220
Trenton	39,025	7	Nashville	26,921	113	Billings	22,797	221
Manchester-Nashua	38,856	8	Fort Wayne	26,865	114	Naples	22,770	222
Anaheim-Santa Ana	37,614	9	Phoenix	26,861	115	Muncie	22,723	223
Lake County, Ill.	37,577	10	New Bedford-Fall River-Arlabara	26,828	116	Fort Pierce	22,709	224
Concord-Ventura	37,524	11	Los Vegas	26,812	117	Scranton-Wilkes-Barre	22,695	225
Newark	37,359	12	Jackson, Mich.	26,795	118	Tallahassee	22,683	226
Hartford-New Britain-Middletown-Bristol	36,023	13	Lynchburg	26,734	119	Chattanooga	22,573	227
San Francisco	36,012	14	Erie	26,697	120	San Antonio	22,522	228
Mannmouth-Ocean	35,845	15	Saginaw-Bay City-Midland	26,687	121	Bellingham	22,493	229
Portsmouth-Dover-Rochester	35,538	16	Orlando	26,476	122	New Orleans	22,425	230
Boston-Lawrence-Salem-Lowell-Brookline	34,230	17	Hacon-Warner Robins	26,432	123	Daytona Beach	22,415	231
Oakland	34,114	18	Salt Lake City-Ogden	26,355	124	Iowa City	22,415	232
Anchorage	34,843	19	Odessa	26,283	125	Charleston, W.Va.	22,406	233
Brazoria	34,746	20	Olympia	26,214	126	Anderson, S.C.	22,337	234
New Haven-Waterbury-Meriden	34,456	21	Dayton-Springfield	26,197	127	Terre Haute	22,321	235
Kenosha	34,403	22	Charlottesville	26,163	128	Corpus Christi	22,312	236
Seattle	34,230	23	Little Rock	26,156	129	Spokane	22,235	237
Poughkeepsie	34,203	24	Bickarville	26,129	130	Knoxville	22,187	238
Joliet	33,840	25	Hamilton-Middletown	25,961	131	Jamestown-Dunkirk	22,170	239
Richland-Kennebec-Pasco	33,551	26	Charlotte-Gastonia-Rock Hill	25,920	132	Mobile	22,160	240
Honolulu	33,168	27	Green Bay	25,919	133	Asheville	22,140	241
Minneapolis-St. Paul	32,462	28	Hagerstown	25,904	134	Springfield, Mo.	22,125	242
Baltimore	32,347	29	Boise	25,806	135	Greenville-Spartanburg	22,112	243
Aurora-Elgin	32,430	30	Tulsa	25,805	136	Albuquerque	22,106	244
Rochester, Minn.	32,037	31	Des Moines	25,772	137	Altoona	22,085	245
New London-Norwich	31,946	32	Akron	25,760	138	Jackson, Tenn.	22,029	246
Richmond-Petersburg	31,876	33	Jacksonville, Fla.	25,685	139	San Angelo	22,029	246
Wilmington, Del.	31,725	34	Flint	25,627	140	Montgomery	21,974	248
Worcester-Fitchburg-Leominster	31,518	35	Columbia, S.C.	25,610	141	Great Falls	21,945	249
Santa Rosa-Petaluma	31,455	36	Deer County, Pa.	25,603	142	Daytona Beach	21,927	250
Atlanta	31,184	37	Fresno	25,525	143	Lakeland-Winter Haven	21,923	251
Chicago	30,967	38	Greensboro-Winston-Salem-High Point	25,483	144	Tulsa	21,879	252
Milwaukee	30,651	39	Stockton	25,401	145	Charleston, S.C.	21,872	253
Philadelphia	30,570	40	Columbia, Mo.	25,372	146	Johnson City-Kingsport-Bristol	21,762	254
Orange County, N.Y.	30,547	41	Ronoke	25,345	147	State College	21,721	255
Los Angeles-Long Beach	30,499	42	Youngstown-Warren	25,297	148	Lawrence, Kans.	21,654	256
Peoria	30,394	43	Merbourne-Thurston-Falm Bay	25,181	149	Eugene-Springfield	21,649	257
Denver	30,289	44	Anderson, Ind.	25,154	150	Greely	21,615	258
Vallejo-Fairfield-Napa	30,227	45	Pittsburgh	25,149	151	Oklahoma City	21,609	259
Rochester, N.Y.	29,974	46	New York	25,129	152	Birmingham	21,419	260
San Diego	29,916	47	Columbus, Ohio	25,109	153	Parkersburg-Marietta	21,358	261
Salinas-Seaside-Monterey	29,874	48	Duluth	25,088	154	Wilmington, N.C.	21,337	262
Detroit	29,663	49	Grand Forks	25,040	155	Decatur, Ala.	21,325	263
West Palm Beach-Boca Raton-Delray Beach	29,554	50	Siox Falls	25,020	156	Tucson	21,335	264
Santa Cruz	29,550	51	Niagara Falls	25,002	157	Rapid City	21,287	265
Santa Barbara-Santa Maria-Lompoc	29,502	52	Pascagoula	25,002	157	Redding	21,206	266
St. Louis	29,453	53	Houma-Thibodaux	24,990	159	Provo-Orem	21,197	267
Bea	29,439	54	Victoria	24,927	160	Bloomington, Ind.	21,172	268
Kansas City	29,370	55	Canton	24,863	162	Merced	21,169	269
Sheboygan	29,355	56	Amarillo	24,862	163	Yuba City	21,159	270
Burlington, Vt.	29,307	57	Fort Myers-Cape Coral	24,842	164	Cumberland	21,130	271
Lorain-Elyria	29,265	58	Waukegan	24,838	165	Lubbock	21,118	272
Racine	29,258	59	Little Rock	24,743	166	Siox City	21,079	273
Grand Rapids	29,221	60	Fort Walton Beach	24,729	167	Wheeling	21,028	274
Kalamazoo	29,184	61	South Bend-Mishawaka	24,722	168	Owensboro	21,018	275
Rockford	29,018	62	Miami-Hialeah	24,701	169	Fayetteville, N.C.	20,919	276
Sacramento	28,735	63	Jersey City	24,694	170	Yakima	20,862	277
Dallas	28,658	64	Evansville	24,610	171	Shreveport	20,859	278
Anaheim	28,597	65	Manassas	24,578	172	Salem, Ore.	20,750	279
Portland, Me.	28,561	66	Austin	24,569	173	Albany	20,739	280
Vancouver	28,466	67	Baton Rouge	24,549	174	Medford	20,717	281
Harrisburg-Lebanon-Carlisle	28,332	68	Tyler	24,542	175	Gainesville	20,693	282
Cincinnati	28,329	69	Louisville	24,505	176	Wichita Falls	20,621	283
Allentown-Bethlehem-Easton	28,284	70	La Crosse	24,478	177	Columbus, Ga.	20,564	284
Wichita	28,253	71	Elkhart-Goshen	24,452	178	Fayetteville-Springdale	20,535	285
Portland, Ore.	28,192	72	Pensacola	24,448	179	Blount-Guilford	20,533	286
Lansing-East Lansing	28,166	73	Muskogee	24,430	180	Florence, Ala.	20,386	287
Midland, Tex.	28,142	74	Bangor	24,421	181	Clarksville-Mopkinsville	20,213	288
Janesville-Beaumont	28,139	75	Casper	24,386	182	Abilene	20,195	289
Madison	28,138	76	Hickory-Morganton	24,367	183	Killeen-Temple	20,126	290
Fort Lauderdale-Mollywood-Pompano Beach	28,083	77	St. Cloud	24,316	184	Enid	19,943	291
Davenport-Rock Island-Moline	28,073	78	Dixie-Traill	24,298	185	Tasarkana	19,918	292
Galveston-Texas City	28,065	79	Kankakee	24,278	186	Visalia-Tulare-Porterville	19,809	294
Lancaster	28,045	80	Sarasota	24,246	187	Waco	19,754	295
Bottle Creek	28,031	81	Atlantic City	24,228	188	El Paso	19,746	296
Bloomington-Normal	28,017	82	Modesto	24,175	189	Bryon-College Station	19,671	297
Houston	28,008	83	Laurens	24,172	190	Joplin	19,651	298
Fort Worth-Arlington	27,981	84	Lawrenceville	24,160	191	Danham	19,300	299
Raleigh-Durham	27,954	85	Savannah	24,108	192	Chico	19,163	300
Huntsville	27,940	86	Little Rock-North Little Rock	24,071	193	Johnstown	19,151	301
Decatur, Ill.	27,923	87	Colorado Springs	24,067	194	Cheney	19,045	302
Albany-Schenectady-Troy	27,842	88	Albany, Ga.	23,967	195	Lawton	19,671	303
Providence-Pawtucket-Woonsocket	27,798	89	Augusta	23,955	196	Fort Smith	19,671	304
Kissimmee	27,796	90	Lafayette-West Lafayette	23,823	197	Annisson	18,951	305
Beaumont-Port Arthur	27,793	91	Strubenville-Weston	23,722	198	Pine Bluff	18,799	306
Waterloo-Cedar Falls	27,791	92	Danville, Va.	23,567	199	Huntington-Ashland	18,771	307
York	27,773	93	Springfield, Ill.	23,564	200	Yonkers City	18,640	308
Bismarck	27,755	94	Dubuque	23,556	201	Florence, S.C.	18,630	309
Cleveland	27,753	95	Tampa-St. Petersburg-Clearwater	23,541	202	Ocala	18,604	310
Norfolk-Virginia Beach-Newport News	27,716	96	Albany	23,541	202	Tuscaloosa	18,426	311
Springfield, Mass.	27,599	97	Bismarck	23,443	204	Monroe	18,011	312
Lincoln	27,581	98	Lafayette, La.	23,419	205	Yuma	17,789	313
Appleton-Oshkosh-Neenah	27,573	99	Utica-Rome	23,329	206	Alexandria, La.	17,778	314
Riverside-San Bernardino	27,509	100	Williamsport	23,288	207	Gadsden	17,425	315
Syracuse	27,509	100	Longview-Marshall	23,177	209	Las Cruces	17,042	316
Cedar Rapids	27,453	102	Sherman-Denison	23,174	210	Jacksonville, N.C.	16,574	317
Topeka	27,337	103	Lexington-Fayette	23,146	211	Brownsville-Harlingen	16,194	318
Cincinnati	27,155	104	Burlington, N.C.	23,124	212	Laredo	14,909	319
Gary-Hammond	27,127	105	Benton Harbor	23,101	213	Alcala-Edinburg-Mission	14,907	320
Vineyard-Hillville-Bridgeton	27,115	106	Fargo-Moorhead	23,098	214	Median Above Areas	28,049	
						U.S. Median	25,976	

Households with EBLs of \$50,000 and Above

B-22 SALES & MARKETING MANAGEMENT AUGUST 13, 1990

METRO MARKET RANKINGS

Buying Power Index (BPI)

Area	BPI	Rank	Area	BPI	Rank	Area	BPI	Rank
Los Angeles-Long Beach	3,8702	1	Yakima	1,709	107	Fargo-Moorhead	.0613	215
New York	3,5355	2	Vallejo-Fairfield-Napa	1,703	108	Olympia	.0613	215
Chicago	2,7031	3	Trenton	1,687	109	Tyler	.0610	217
Philadelphia	2,1421	4	Flint	1,678	110	Lima	.0605	218
Washington	1,9717	5	Melbourne-Titusville-Palm Bay	1,621	111	Fort Walton Beach	.0602	219
Boston-Lawrence-Salem-Lowell-Brackton	1,8768	6	Madison	1,616	112	Richland-Kennebec-Pasco	.0602	219
Detroit	1,8386	7	Chattanooga	1,595	113	Lake Charles	.0600	221
Nassau-Suffolk	1,4458	8	Saginaw-Bay City-Midland	1,555	114	Elkhart-Goshen	.0596	222
Houston	1,3021	9	Aurora-Elgin	1,547	115	Terre Haute	.0592	223
Atlanta	1,2562	10	Santa Barbara-Santa Maria-Lompoc	1,539	116	Waterloo-Cedar Falls	.0590	224
Anaheim-Santa Ana	1,1500	11	Johnson City-Kingsport-Bristol	1,524	117	Bangor	.0589	225
Dallas	1,1368	12	Colorado Springs	1,513	118	Wheeling	.0586	226
Minneapolis-St. Paul	1,1099	13	Jackson, Miss.	1,507	119	Battle Creek	.0581	227
San Diego	1,1084	14	Fort Myers-Cape Coral	1,490	120	Medford	.0577	228
St. Louis	1,0262	15	Davenport-Rock Island-Moline	1,486	121	Muskegon	.0570	229
Baltimore	1,0102	16	Augusta	1,483	122	Sioux Falls	.0568	230
Oakland	.9676	17	Fort Wayne	1,481	123	Janesville-Beloit	.0565	231
Riverside-San Bernardino	.9587	18	Joliet	1,473	124	Vineland-Millville-Bridgeton	.0562	232
Seattle	.9135	19	Peoria	1,464	125	Parkersburg-Marietta	.0560	233
Newark	.9048	20	Daytona Beach	1,452	126	Charlottesville	.0556	234
San Francisco	.8742	21	Lakeland-Winter Haven	1,449	127	Lynchburg	.0553	236
Phoenix	.8736	22	Canton	1,445	128	Clarksville-Hopkinsville	.0549	237
Tampa-St. Petersburg-Clearwater	.8686	23	Lexington-Fayette	1,442	129	Jackson, Mich.	.0544	238
Pittsburgh	.8408	24	Albany City	1,441	130	Merced	.0538	239
Miami-Hialeah	.7637	25	Salinas-Seaside-Monterey	1,391	131	Bloomington-Normal	.0537	240
Cleveland	.7464	26	Beaumont-Port Arthur	1,391	132	Redding	.0538	239
San Jose	.7270	27	Spokane	1,387	133	Athens	.0527	241
Denver	.7234	28	Reading	1,383	134	Eau Claire	.0519	242
Bergen-Passaic	.7117	29	Modesto	1,324	135	Anderson, S.C.	.0516	243
Kansas City	.6800	30	Pennacook	1,303	136	Monroe	.0512	244
Sacramento	.6721	31	Shreveport	1,294	137	Decatur, Ill.	.0511	245
Milwaukee	.6127	32	Sarasota	1,286	138	Tuscaloosa	.0504	246
Cincinnati	.5962	33	Portland, Me.	1,277	139	Kenosha	.0501	247
Fort Lauderdale-Hollywood-Pompano Beach	.5937	34	Appleton-Oshkosh-Neenah	1,269	140	Jamestown-Dunkirk	.0500	248
Hartford-New Britain-Middletown-Bristol	.5513	35	Orange County, N.Y.	1,254	141	Alhambra	.0496	249
Fort Worth-Arlington	.5511	36	Ann Arbor	1,211	142	Manassas	.0495	250
Columbus, Ohio	.5504	37	Corpus Christi	1,204	143	Total Top 250	78.7014	
Norfolk-Virginia Beach-Newport News	.5483	38	Poughkeepsie	1,195	144	Lafayette-West Lafayette	.0495	251
Indianapolis	.5299	39	Rochester	1,170	145	Steubenville-Weirton	.0491	252
Middlesex-Somerset-Huntingdon	.5230	40	New London-Norwich	1,157	146	Joplin	.0487	253
Portland, Ore.	.5203	41	Yeno	1,145	147	Rochester, Minn.	.0485	254
Monmouth-Ocean	.5017	42	Ulfice-Rome	1,143	148	Panama City	.0483	255
New Orleans	.4827	43	Anchorage	1,129	149	Wilmington, N.C.	.0481	256
Bridgeport-Stamford-Norwalk-Danbury	.4802	44	Montgomery	1,119	150	Dorham	.0477	257
San Antonio	.4729	45	Total Top 150	71.3753		Glens Falls	.0475	258
Orlando	.4663	46	Macon-Warner Robins	1,114	151	Odesa	.0475	258
Charlotte-Gastonia-Rock Hill	.4560	47	Birmingham	1,088	152	Anderson, Ind.	.0472	259
West Palm Beach-Boca Raton-Delray Beach	.4329	48	Evansville	1,084	153	Bellingham	.0471	261
Rochester, N.Y.	.4273	49	Santa Cruz	1,071	154	Santa Fe	.0470	262
Nashville	.4132	50	Erie	1,064	155	Florence, Ala.	.0468	263
Total Top 50	50.3468		Huntsville	1,064	155	Bellings	.0466	264
Greensboro-Winston-Salem-High Point	.3858	51	Huntington-Ashland	1,058	157	Wichita Falls	.0463	265
New Haven-Waterbury-Meriden	.3824	52	Eugene-Springfield	1,028	158	Alexandria, La.	.0460	266
Honolulu	.3821	53	Lorain-Elyria	1,007	159	Midland, Tex.	.0460	267
Providence-Pawtucket-Woonsocket	.3806	54	Charleston, W.Va.	.0993	160	Williamsport	.0457	268
Dayton-Springfield	.3785	55	Fort Pierce	.0990	161	Columbia, Mo.	.0455	269
Jacksonville, Fla.	.3781	56	Hamilton-Middletown	.0990	161	Hagerstown	.0445	270
Buffalo	.3774	57	Boonoke	.0988	163	Fayetteville-Springdale	.0440	271
Louisville	.3752	58	South Bend-Mishawaka	.0959	165	Greeley	.0437	272
Albany-Schenectady-Troy	.3748	59	Springfield, Mo.	.0965	165	Abilene	.0435	273
Richmond-Petersburg	.3739	60	McAllen-Edinburg-Mission	.0961	166	Bryan-College Station	.0431	274
San Jose City-Open	.3720	61	Savannah	.0947	167	Sioux City	.0431	274
Oklahoma City	.3662	62	Boulder-Longmont	.0946	168	Sharon	.0430	276
Memphis	.3648	63	Calumet	.0945	169	Texarkana	.0430	276
Birmingham	.3645	64	Salem, Ore.	.0930	170	Pueblo	.0427	278
Raleigh-Durham	.3171	65	Visalia-Tulare-Porterville	.0930	170	Wausau	.0426	279
Austin	.3131	66	Duluth	.0914	172	Burlington, N.C.	.0425	280
Worcester-Fitchburg	.3108	67	Lincoln	.0908	173	Muncie	.0421	281
Oxnard-Ventura	.3045	68	Fayetteville, N.C.	.0903	174	State College	.0420	282
Allentown-Bethlehem-Easton	.2888	69	Tallahassee	.0891	175	Kokomo	.0416	283
Grand Rapids	.2859	70	Columbus, Ga.	.0878	176	Albany, Ga.	.0414	284
Scranton-Wilkes-Barre	.2813	71	Lubbock	.0872	177	Florence, S.C.	.0413	285
Las Vegas	.2746	72	Hickory-Morganton	.0871	178	Lawrence-Auburn	.0413	285
Tulsa	.2737	73	St. Cloud	.0841	179	Shenandoah	.0409	288
Syracuse	.2668	74	Galveston-Texas City	.0837	180	Yuba City	.0408	289
Harrisburg-Lebanon-Carlisle	.2624	75	Anaheim	.0836	181	Pascagoula	.0408	289
Omaha	.2606	76	Vancouver	.0821	182	Anniston	.0404	290
Wilmington, Del.	.2562	77	Killeen-Temple	.0813	183	Le Centre	.0400	291
Lake County	.2504	78	Boise	.0808	184	Jacksonville, N.C.	.0390	293
Akron	.2491	79	Niagara Falls	.0807	185	Danville, Va.	.0390	293
Springfield, Mass.	.2484	80	Green Bay	.0795	186	Bloomington, Ind.	.0386	294
Toledo	.2453	81	Brooklyn	.0787	187	Sherman-Denison	.0384	295
Fresno	.2441	82	Springfield, Ill.	.0787	187	Las Cruces	.0381	296
Tucson	.2366	83	Gainesville	.0775	189	Lowell	.0374	298
Knoxville	.2359	84	Johnstown	.0773	190	Kankakee	.0364	299
Greenville-Spartanburg	.2319	85	Lafayette, La.	.0770	191	San Angelo	.0363	300
Gary-Hammond	.2156	86	Cedar Rapids	.0736	192	Iowa City	.0354	301
New Bedford-Fall River-Atholboro	.2093	87	Topoka	.0714	193	Rapid City	.0354	301
Tacoma	.2061	88	Brazoria	.0711	194	Cumberland	.0351	303
Little Rock-North Little Rock	.2056	89	Racine	.0710	195	Elmira	.0351	303
Jersey City	.2026	90	Fort Collins-Loveland	.0705	196	Laredo	.0344	305
Bakersfield	.1986	91	Brownsville-Hearings	.0700	197	Bismarck	.0337	306
Baton Rouge	.1985	92	Blount-Gulfport	.0696	198	Goodrich	.0337	306
Albuquerque	.1940	93	Champaign-Urbana-Rantoul	.0692	199	Dubuque	.0335	308
Wichita	.1932	94	Ocala	.0692	199	St. Joseph	.0320	309
Youngstown-Warren	.1900	95	Total Top 200	75.7928		Owensboro	.0319	310
El Paso	.1834	96	Waco	.0675	201	Yuma	.0309	311
Columbia, S.C.	.1819	97	Ashville	.0674	202	Jackson, Tenn.	.0304	312
Manchester-Nashua	.1787	98	Bremerton	.0673	203	Grand Forks	.0300	313
Charleston, S.C.	.1782	99	Provo-Orem	.0661	204	Great Falls	.0290	314
Lansing-East Lansing	.1779	100	Fort Smith	.0650	205	Pine Bluff	.0289	315
Total Top 100	64.1362		Naples	.0646	206	Lawrence, Kans.	.0279	316
Portsmouth-Dover-Rochester	.1765	101	Beverly Hills	.0636	207	Cheyenne	.0274	317
Santa Rosa-Petaluma	.1763	102	Longview-Marshall	.0632	208	Victoria	.0272	318
Lancaster	.1751	103	Yakima	.0631	209	Casper	.0247	319
Mobile	.1733	104	Chico	.0628	210	Enid	.0210	320
Stockton	.1728	105	Burlington, Vt.	.0625	211	Total Above Areas	81.4890	
Des Moines	.1712	106	Pittsfield	.0623	212	Percent of U.S.	81.4890	
			Benton Harbor	.0618	213	U.S. Total	100.0000	
			Houma-Thibodaux	.0616	214			

METRO MARKET RANKINGS

Total Retail Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	63,656,604	1	Mobile	3,046,938	107	Monroe	1,132,761	215
New York	48,121,117	2	Santa Rosa-Petaluma	3,028,752	108	Benton Harbor	1,092,313	216
Chicago	45,812,951	3	Atlantic City	3,027,926	109	Lake Charles	1,079,572	217
Philadelphia	35,816,878	4	Fort Myers-Cape Coral	3,019,279	110	Parkersburg-Marietta	1,077,105	218
Boston-Lawrence-Salem-Lowell-Brockton	32,596,223	5	Lexington-Fayette	2,899,787	111	Fort Walton Beach	1,068,732	219
Detroit	31,931,305	6	Jackson, Miss.	2,878,673	112	Charlotteville	1,063,350	220
Washington	31,376,074	7	Fort Wayne	2,869,537	113	Houma-Thibodaux	1,049,353	221
Nassau-Suffolk	26,140,167	8	Stockton	2,846,316	114	Redding	1,038,182	222
Atlanta	23,109,814	9	Chattanooga	2,833,731	115	Yakima	1,036,993	223
Dallas	22,446,720	10	Saginaw-Bay City-Midland	2,797,506	116	Wilmington, N.C.	1,035,655	224
Houston	22,089,830	11	Melbourne-Titusville-Palm Bay	2,794,485	117	Janesville-Beloit	1,035,581	225
Anaheim-Santa Ana	21,124,147	12	Colorado Springs	2,777,242	118	Chico	1,035,043	226
Minneapolis-St. Paul	19,998,198	13	Augusta	2,770,628	119	Panama City	1,033,924	227
San Diego	18,779,195	14	Volgo-Fairfield-Napa	2,742,048	120	Glens Falls	1,028,397	228
St. Louis	17,226,344	15	Sarasota	2,693,586	121	Olympia	1,024,877	229
Baltimore	16,905,854	16	Aurora-Elgin	2,669,811	122	Battle Creek	1,023,525	230
Riverside-San Bernardino	16,054,919	17	Daytona Beach	2,661,267	123	Inland-Millville-Bridgeton	1,010,897	231
Tampa-St. Petersburg-Clearwater	15,835,563	18	Trenton	2,626,152	124	Clarksville-Hopkinsville	1,005,869	232
Seattle	15,834,772	19	Vallejo-Fairfield-Napa	2,602,347	125	Provo-Orem	1,000,293	233
Phoenix	15,325,882	20	Santa Barbara-Santa Maria-Lompoc	2,586,236	126	Brazoria	997,397	234
Chattanooga	15,445,226	21	Reading	2,535,392	127	Bremerton	995,667	235
San Francisco	14,350,759	22	Davenport-Rock Island-Moline	2,508,672	128	Eau Claire	990,782	236
Miami-Hialeah	13,459,430	23	Shreveport	2,473,393	129	Tuscaloosa	990,631	237
Pittsburgh	13,090,029	24	Lakeland-Winter Haven	2,467,968	130	Dorham	985,616	238
Newark	12,871,622	25	Orange County, N.Y.	2,462,581	131	Rochester, Minn.	980,754	239
Bergen-Passaic	12,166,208	26	Canton	2,429,061	132	Wheeling	978,592	240
Cleveland	12,068,878	27	Modesto	2,404,728	133	Billings	976,472	241
Kansas City	11,823,232	28	Beaumont-Port Arthur	2,387,677	134	Bloomington-Normal	971,369	242
San Jose	11,668,636	29	Johnson City-Kingsport-Bristol	2,382,585	135	Joplin	971,230	243
Sacramento	10,824,615	31	Peoria	2,378,668	136	Waterloo-Cedar Falls	968,818	244
Fort Lauderdale-Hollywood-Pompano Beach	10,563,533	32	St. Cloud	2,352,146	137	Muskegon	962,819	245
Cincinnati	10,538,674	33	Applenton-Oshkosh-Neenah	2,330,630	138	Lafayette-West Lafayette	954,792	246
Fort Worth-Arlington	10,533,811	34	Anchorage	2,329,010	139	Anderson, S.C.	951,071	247
Indianapolis	10,340,491	35	Ann Arbor	2,306,866	140	Texarkana	950,591	248
Milwaukee	10,484,091	36	Salinas-Seaside-Monterey	2,291,052	141	Fayetteville-Springdale	941,301	249
Norfolk-Virginia Beach-Newport News	10,321,041	37	Pensacola	2,173,673	142	Alexandria, La.	936,359	250
Hartford-New Britain-Middletown-Bristol	9,878,955	38	New London-Norwich	2,152,445	143	Mansfield	935,673	251
Chicasso	9,807,156	39	Corpus Christi	2,138,064	144	Richland-Kennewick-Pasco	931,518	252
Portland, Ore.	9,789,105	40	Joliet	2,128,680	145	Grand Rapids	927,618	253
New Orleans	9,786,019	41	Montgomery	2,115,255	146	Jackson, Mich.	923,854	254
San Antonio	9,755,616	42	Reno	2,093,219	147	Bellingham	922,923	255
Mammoth-Ocean	8,804,973	43	Springfield, Mo.	2,088,185	148	Athens	914,035	256
Charlotte-Gastonia-Rock Hill	8,435,589	44	Total Top 150	2,057,009	149	Wichita Falls	885,312	257
Bridgeton-Stamford-Norwalk-Danbury	8,405,836	45	Eugene-Springfield	2,039,980	150	Beaver County, Pa.	884,857	258
Middlesex-Somerset-Huntingdon	8,273,158	47	Rosnoke	2,039,756	151	Burlington, N.C.	881,204	259
Nashville	7,787,364	48	Rockford	2,032,328	152	Florence, S.C.	880,949	260
West Palm Beach-Boca Raton-Delray Beach	7,700,939	49	Fort Pierce	2,020,499	153	Columbia, Mo.	879,609	261
Rochester, N.Y.	7,504,868	50	Macon-Warner Robins	2,005,112	154	Decatur, Ill.	870,058	262
Total Top 50	856,106,422		Huntsville	1,974,794	155	East St. Louis	863,212	263
Honolulu	7,290,797	51	South Bend-Mishawaka	1,947,092	156	Sixth City	831,037	264
Albany-Schenectady-Troy	7,178,036	52	Evansville	1,929,513	157	Stamford-Dunkirk	827,269	265
Greensboro-Winston-Salem-High Point	7,037,744	53	Charleston, W. Va.	1,906,669	158	Billings	816,552	266
Jacksonville, Fla.	7,017,630	54	Lubbock	1,905,950	159	Flomance, Ala.	813,956	267
Louisville	6,920,526	55	Santa Cruz	1,890,795	160	Ablene	808,795	270
Richmond-Petersburg	6,876,449	56	Beaumont	1,890,439	161	La Crosse	798,418	271
New Haven-Waterbury-Meriden	6,755,885	57	Albany, Ga.	1,870,304	162	St. College	796,824	272
Salt Lake City-Ogden	6,754,452	58	Albany, N.Y.	1,868,032	163	Rapid City	796,824	273
Providence-Pawtucket-Woonsocket	6,650,886	60	Albany, N.Y.	1,848,066	164	Lewiston-Auburn	791,206	275
Memphis	6,593,734	61	Albany, N.Y.	1,750,803	166	Kokomo	786,189	276
Dayton-Springfield	6,572,449	62	Albany, N.Y.	1,743,543	167	Wausau	785,007	277
Birmingham	6,507,332	63	Albany, N.Y.	1,703,857	168	Anderson, Ind.	780,001	278
Raleigh-Durham	6,463,339	64	Albany, N.Y.	1,694,159	169	Marietta	776,981	279
Austin	6,161,720	65	Albany, N.Y.	1,692,552	170	Decatur, Ala.	761,263	280
Worcester-Fitchburg-Leominster	5,978,084	66	Albany, N.Y.	1,665,749	171	Midland, Tex.	751,126	281
Grand Rapids	5,606,887	67	Albany, N.Y.	1,648,907	172	Pueblo	739,752	282
Scranton-Wilkes-Barre	5,453,457	68	Albany, N.Y.	1,632,102	173	Shelby	739,611	283
Oxnard-Ventura	5,251,173	70	Albany, N.Y.	1,601,736	174	Sherman-Denison	728,486	284
Allentown-Bethlehem-Easton	5,140,458	71	Albany, N.Y.	1,581,297	175	Annisston	719,367	286
Tulsa	5,107,187	72	Albany, N.Y.	1,553,325	176	Bryan-College Station	718,975	287
Harrisburg-Lebanon-Carlisle	5,041,666	73	Albany, N.Y.	1,549,704	177	Laredo	716,974	288
Syracuse	4,900,188	74	Albany, N.Y.	1,528,417	180	Jacksonville, N.C.	711,197	289
Omaha	4,764,694	75	Albany, N.Y.	1,510,707	181	Bloomington, Ind.	708,138	290
Wilmington, Del.	4,572,419	77	Albany, N.Y.	1,462,811	182	Bismarck	686,585	292
Knoxville	4,465,861	78	Albany, N.Y.	1,450,875	183	Lawton	679,793	293
Springfield, Mass.	4,456,958	79	Albany, N.Y.	1,440,907	184	Kansas City	677,549	294
Lake County, Ill.	4,414,110	81	Albany, N.Y.	1,395,696	185	Dubuque	673,292	295
Greenville-Spartanburg	4,336,940	82	Albany, N.Y.	1,387,724	187	Clinton	668,794	296
Akron	4,188,683	83	Albany, N.Y.	1,371,733	188	Shelbyville	650,027	297
New Bedford-Fall River-Attleboro	4,096,757	84	Albany, N.Y.	1,370,148	189	Lowell, Va.	650,019	298
Fresno	4,070,525	85	Albany, N.Y.	1,363,083	190	Danville, Va.	648,638	299
Little Rock-North Little Rock	3,944,461	87	Albany, N.Y.	1,316,735	191	Greely	647,077	300
Albuquerque	3,928,360	88	Albany, N.Y.	1,310,271	192	Owensboro	636,272	301
Baton Rouge	3,791,385	89	Albany, N.Y.	1,307,003	193	Grand Forks	633,101	302
Tacoma	3,736,210	90	Albany, N.Y.	1,305,607	194	Owensboro	622,154	303
Portsmouth-Dover-Rodaster	3,670,401	91	Albany, N.Y.	1,301,768	195	Gadsden	616,540	304
Manchester-Nashua	3,545,093	92	Albany, N.Y.	1,300,067	196	Jackson, Tenn.	616,540	305
Gary-Hammond	3,482,395	93	Albany, N.Y.	1,292,552	198	Kankakee	610,030	307
El Paso	3,421,086	94	Albany, N.Y.	1,274,516	199	San Angelo	609,876	308
Lancaster	3,337,217	95	Albany, N.Y.	1,274,011	200	Cumbarland	604,573	309
Des Moines	3,327,033	96	Albany, N.Y.	1,262,490	201	Yuba City	603,646	310
Charleston, S.C.	3,302,561	97	Albany, N.Y.	1,256,207	202	St. Joseph	573,916	312
Flint	3,300,607	98	Albany, N.Y.	1,247,731	203	Great Falls	555,996	313
Columbia, S.C.	3,279,423	99	Albany, N.Y.	1,233,665	204	Pasadena	552,062	314
Youngstown-Warren	3,279,321	100	Albany, N.Y.	1,228,526	205	Lawrence, Kans.	544,000	315
Total Top 100	1,067,083,677		Albany, N.Y.	1,228,301	206	Lincoln	500,986	317
Lansing-East Lansing	3,262,250	101	Albany, N.Y.	1,214,717	207	Casper	461,760	318
Wichita	3,251,143	102	Albany, N.Y.	1,196,030	208	Enid	455,624	319
Yak	3,170,100	103	Albany, N.Y.	1,191,934	209	Total Above Areas	1,421,470,058	
Bakersfield	3,131,558	104	Albany, N.Y.	1,188,438	210	Percent of U.S.	82.5551	
Portland, Me.	3,120,320	105	Albany, N.Y.	1,180,932	211	U.S. Total	1,722,045,523	
Madison	3,083,544	106	Albany, N.Y.	1,167,244	212			
			Albany, N.Y.	1,158,115	213			
			Albany, N.Y.	1,153,689	214			

Per-Household Retail Sales

Area	(\$)	Rank	Area	(\$)	Rank	Area	(\$)	Rank
St. Cloud	39,170	1	Lewiston-Auburn	20,031	108	Waco	17,919	215
Portland, Me.	33,337	2	Fort Pierce	20,008	109	Denver	17,904	216
Terre Haute	30,397	3	Danham	19,992	110	Beaumont-Port Arthur	17,874	217
Nassau-Suffolk	29,680	4	Panama City	19,960	111	Charleston, W.Va.	17,868	218
Portsmouth-Dover-Rochester	28,742	5	Los Angeles-Long Beach	19,895	112	Parkersburg-Marietta	17,862	219
Manchester-Nashua	28,543	6	Syracuse	19,894	113	Tampa-St. Petersburg-Clearwater	17,853	220
Bridgeport-Stamford-Norwalk-Danbury	28,113	7	State College	19,809	114	Fort Smith	17,850	221
Anchorage	27,827	8	Longview-Marshall	19,779	115	Buffalo	17,840	222
Honolulu	26,648	9	Appleton-Oshkosh-Neenah	19,754	116	Springfield, Ill.	17,811	223
Lake County, Ill.	25,762	10	Omaha	19,722	117	Peoria	17,792	224
Anaheim-Santa Ana	25,695	11	Racine	19,700	118	Dayton-Springfield	17,788	225
Bangor	25,642	12	Lima	19,688	119	Casper	17,729	227
Rochester, Minn.	25,408	13	Albuquerque	19,683	120	Odessa	17,720	228
Grand Forks	25,324	14	Williamsport	19,663	121	Decatur, Ill.	17,701	229
Rapid City	25,136	15	Lafayette, La.	19,635	122	Jackson, Mich.	17,665	230
Bergen-Passaic	25,075	16	Jonestown-Beloit	19,613	123	Tacoma	17,641	231
Glens Falls	24,961	17	Binghamton	19,609	124	Corpus Christi	17,481	233
Burlington, Vt.	24,728	18	Columbus, Ohio	19,596	125	Lake Charles	17,469	234
Orange County, N.Y.	24,586	19	Detroit	19,593	126	Utica-Rome	17,451	235
Orlando	24,412	20	Charlotte-Gastonia-Rock Hill	19,590	127	Davenport-Rock Island-Moline	17,418	236
Atlantic City	23,993	21	Providence-Pawtucket-Woonsocket	19,584	128	Boss	17,398	238
Dallas	23,718	22	Philadelphia	19,498	129	Daytona Beach	17,292	239
Oxnard-Ventura	23,635	23	Kansas City	19,456	130	Stockton	17,268	240
Poughkeepsie	23,498	24	Bellingham	19,389	132	Waterloo-Cedar Falls	17,255	241
Middlesex-Somerset-Hunterdon	23,344	25	Illana	19,387	133	Gainesville	17,250	242
Hartford-New Britain-Middletown-Bristol	23,284	26	Chicago	19,378	134	Asheville	17,230	243
Amerville	23,159	27	Columbia, S.C.	19,370	135	Lewiston	17,210	244
New London-Norwich	23,138	28	San Antonio	19,369	136	Galveston-Texas City	17,191	245
Medford	23,067	29	Fort Lauderdale-Hollywood-Pompano Beach	19,354	137	Benton Harbor	17,175	246
Boston-Lawrence-Salem-Lowell-Brockton	23,054	30	Jacksonville, Fla.	19,353	138	Houma-Thibodaux	17,146	247
Lubbock	22,979	31	Allentown-Bethlehem-Easton	19,347	139	Evansville	17,142	248
Roanoke	22,784	32	Baltimore	19,328	140	Youngstown-Warren	17,098	249
Sioux Falls	22,708	33	Cheyenne	19,326	141	Richland-Kennewick-Pasco	17,021	250
San Jose	22,649	34	Dayton	19,319	142	Anderson, S.C.	17,005	251
Raleigh-Durham	22,587	35	Decatur, Ala.	19,309	143	St. Joseph	17,003	252
Alamogordo-Ocean	22,538	36	Santa Barbara-Santa Maria-Lompoc	19,295	144	Columbus, Ga.	16,889	253
New Haven-Waterbury-Meriden	22,537	37	Sacramento	19,285	145	Pine Bluff	16,862	254
Springfield, Mo.	22,368	38	Milwaukee	19,269	146	Mobile	16,834	255
Ann Arbor	22,308	39	Salt Lake City-Ogden	19,253	147	Erie	16,797	256
Green Bay	22,266	40	Eau Claire	19,238	148	Albany	16,788	257
Indianapolis	22,263	41	Spokane	19,215	149	Ocala	16,755	258
Grand Rapids	22,259	42	Alexandria, La.	19,174	150	Niagara Falls	16,749	259
Fargo-Moorhead	22,204	43	Reading	19,165	151	Enid	16,709	260
New Bedford-Fall River-Armidale	22,193	44	Redding	19,155	152	Vallejo-Fairfield-Napa	16,696	261
Sarasota	22,169	45	Greensboro-Winston-Salem-High Point	19,137	153	Cleveland	16,693	262
Washington	22,032	46	Victoria	19,129	154	Lawrence, Kans.	16,667	263
Worcester-Fitchburg-Leominster	22,031	47	Albany	19,119	155	Muncie	16,662	265
Naples	21,982	48	Modesto	19,107	157	Bradenton	16,619	266
Columbia, Mo.	21,971	49	Sherman-Denison	19,070	158	Bakersfield	16,578	267
Fayetteville-Springdale	21,929	50	Fayetteville, N.C.	19,063	159	Knoxville	16,531	268
Monroe	21,910	51	Bottle Creek	19,060	160	Melbourne-Titusville-Palm Bay	16,531	268
Wilmington, N.C.	21,895	52	El Paso	19,048	161	San Angelo	16,528	270
Atlanta	21,837	53	Cincinnati	19,040	162	Chattanooga	16,504	271
Fort Myers-Cape Coral	21,816	54	Wichita Falls	19,035	163	Salem, Ore.	16,480	272
Harrisburg-Lebanon-Corliss	21,804	55	Saginaw-Bay City-Midland	19,010	164	Duluth	16,472	273
Lancaster	21,769	56	Oklaheoma City	18,964	165	Salem, Ore.	16,462	274
Minneapolis-St. Paul	21,768	57	St. Paul	18,931	166	Olympia	16,372	275
Wilmington, Del.	21,742	58	San Francisco	18,896	167	Athens	16,293	276
Fort Worth-Arlington	21,696	59	Albany, Ga.	18,873	169	Pensacola	16,100	277
La Crosse	21,696	60	Louisville	18,843	170	Joliet	16,065	278
Charlotteville	21,613	61	Eugene-Springfield	18,834	171	Gary-Hammond	16,033	279
Richmond-Petersburg	21,603	62	Phoenix	18,780	172	Danvers, Va.	15,937	280
Trenton	21,597	63	St. Louis	18,755	174	Canton	15,915	281
Albany-Schenectady-Troy	21,535	64	Texarkana	18,695	175	Brazoria	15,907	282
Lansing-Fayette	21,528	65	Salinas-Seaside-Monterey	18,695	175	Lakeland-Winter Haven	15,877	283
Boulder-Longmont	21,513	66	Wausau	18,690	176	Anderson, Ind.	15,822	284
Madison	21,431	67	Owensboro	18,646	177	Amstater	15,810	285
Bismarck	21,389	68	Knoxville	18,627	178	Lancaster	15,785	286
San Francisco	21,387	69	Joplin	18,600	179	McAllen-Edinburg-Mission	15,774	287
Pittsfield	21,355	70	Rockford	18,595	180	Bryan-College Station	15,732	288
Billing	21,274	71	Miami-Hialeah	18,571	181	Biloxi-Gulfport	15,731	289
Dubuque	21,249	72	Newark	18,529	182	Pittsburgh	15,709	290
Burlington, N.C.	21,228	73	Charlotte, S.C.	18,526	183	Brownsville-Harlingen	15,613	291
Elkhart-Goshen	21,222	74	New Orleans	18,522	184	Killeen-Temple	15,547	292
Fort Wayne	21,193	75	Montgomery	18,512	186	Cumberland	15,500	293
Lafayette-West Lafayette	21,182	76	Wichita	18,483	187	Gadsden	15,375	294
Santa Cruz	20,992	77	Riverside-San Bernardino	18,479	188	Tucson	15,226	295
Tyler	20,985	78	Savannah	18,460	189	Flomance, Ala.	15,157	296
Laurel	20,964	79	Shreveport	18,445	190	Hamilton-Middletown	15,119	297
Seattle	20,824	80	Scranton-Wilkes-Barre	18,398	191	Kenasha	15,090	298
Bloomington-Normal	20,756	81	Hagerstown	18,397	192	Jamestown-Dunkirk	15,067	299
Lansing-East Lansing	20,752	82	Greenville-Spartanburg	18,392	193	Huntington-Ashland	14,832	300
Norfolk-Virginia Beach-Newport News	20,745	83	Fort Walton Beach	18,363	194	Yakima	14,730	301
South Bend-Mishawaka	20,739	84	Macon-Warner Robins	18,317	195	Fluette	14,704	302
San Diego	20,712	85	Houston	18,314	196	Bemartine	14,557	303
Nashville	20,711	86	Hickory-Morganton	18,302	197	Provo-Orem	14,451	304
Kokomo	20,635	87	Bloomington, Ind.	18,291	198	Visalia-Tulare-Porterville	14,451	305
West Palm Beach-Boca Raton-Delray Beach	20,624	88	Clarksville-Hopkinsville	18,289	199	Wheeling	14,224	306
Flint	20,616	89	Memphis	18,280	200	Chico	14,198	307
Des Moines	20,601	90	Toledo	18,268	201	Vancouver	14,121	308
Aurora-Elgin	20,553	91	Sioux City	18,265	202	Sharon	14,026	309
Austin	20,545	92	Birmingham	18,207	203	Johnson City-Kingsport-Bristol	13,820	310
Little Rock-North Little Rock	20,544	93	Jacksonville, N.C.	18,189	204	New York	13,810	311
Portland, Ore.	20,530	94	Lincoln	18,144	205	Yuba	13,617	312
Champaign-Urbana-Rantoul	20,518	95	Midland, Tex.	18,131	206	Jerse	13,426	313
Vineland-Millville-Bridgeton	20,464	96	Las Vegas	18,082	207	Johnstown	13,327	314
Cedar Rapids	20,435	97	Tallahassee	18,058	208	Stuebenville-Weirton	13,223	315
Florence, S.C.	20,409	98	Fresno	18,043	209	Las Cruces	13,236	316
Rochester, N.Y.	20,245	99	Great Falls	18,041	210	Greeley	13,231	318
Jackson, Tenn.	20,172	100	Tuscaloosa	18,011	211	Beaver County, Pa.	13,207	319
Springfield, Mass.	20,158	101	Fort Collins-Loveland	17,980	212	Pasadena	13,044	320
Huntsville	20,155	102	Albany	17,973	213	Average Above Areas	19,628	
Jackson, Miss.	20,102	103	Lynchburg	17,964	214	U.S. Average	18,428	
Santa Rosa-Petaluma	20,098	104						
York	20,089	105						
Kalamazoo	20,045	106						
Baton Rouge	20,039	107						

METRO MARKET RANKINGS

Food Store Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	11,331,194	1	Mobile	622,249	107	Bellingham	233,189	215
New York	9,488,623	2	Spokane	618,419	108	Champaign-Urbana-Rantoul	232,442	216
Chicago	7,830,818	3	Stockton	612,018	109	St. Cloud	229,269	217
Philadelphia	7,235,800	4	Fort Myers-Cape Coral	606,709	110	Beaver County, Pa.	228,481	218
Boston-Lawrence-Salem-Lowell-Brockton	6,218,422	5	Vallejo-Fairfield-Napa	594,109	111	Charlottesville	227,625	219
Washington	6,071,119	6	Orange County, N.Y.	591,639	112	Panama City	226,702	220
Detroit	5,793,656	7	Youngstown-Warren	591,293	113	Wheeling	226,594	221
Nassau-Suffolk	5,013,819	8	Chattanooga	578,637	114	Anderson, S.C.	225,536	222
Houston	4,628,586	9	Melbourne-Titusville-Palm Bay	570,549	115	Medford	222,810	223
Dallas	4,388,636	10	Flint	544,399	117	Redding	222,488	224
Anaheim-Santa Ana	4,050,196	11	Portland, Me.	534,818	118	Lincoln	221,974	225
Atlanta	3,926,620	12	Trenton	532,111	119	Racine	219,055	227
San Diego	3,671,446	13	Canton	526,309	120	Janesville-Beloit	217,775	228
Riverside-San Bernardino	3,548,937	14	Lexington-Fayette	521,638	121	Fargo-Moorhead	217,079	229
Phoenix	3,480,844	15	Lansing-East Lansing	510,882	122	Topeka	216,537	230
Tampa-St. Petersburg-Clearwater	3,427,643	16	Madison	505,211	124	Sicklerville-Kennelwood-Pasco	214,647	231
Minneapolis-St. Paul	3,378,896	17	Aurora-Elgin	504,907	125	Elkhart-Goshen	212,831	232
Oakland	3,341,748	18	Corpus Christi	503,748	126	Provo-Orem	212,453	233
Seattle	3,333,302	19	Lakeland-Winter Haven	501,804	127	Odessa	207,735	234
Baltimore	3,080,887	20	Augusta	497,651	128	Jamestown-Dunkirk	207,561	235
St. Louis	2,856,980	22	Davenport-Rock Island-Moline	492,377	129	Alexandria, La.	205,329	236
Pittsburgh	2,829,073	23	Madison	492,213	130	Benton Harbor	205,116	237
Newark	2,599,730	24	Poughkeepsie	489,952	131	Billings	204,022	238
San Francisco	2,438,918	25	Shreveport	480,825	132	Parkersburg-Marietta	203,766	239
Miami-Hialeah	2,426,214	26	Reading	476,774	133	Leviston-Auburn	201,484	240
Bergen-Passaic	2,374,048	27	Jackson, Miss.	476,174	134	Sioax Falls	199,410	241
Fort Worth-Arlington	2,255,842	28	Colorado Springs	469,130	135	Lynchburg	198,714	242
Cleveland	2,244,777	29	Fort Wayne	465,961	136	Williamsport	198,616	243
New Orleans	2,223,942	30	Johnson City-Kingsport-Bristol	465,073	137	Fair Wallon Beach	194,699	244
Kansas City	2,222,169	31	Jllico-Rome	464,087	138	Eau Claire	193,590	245
Cincinnati	2,185,612	32	Beaumont-Port Arthur	450,837	139	Wilmington, N.C.	189,276	246
San Jose	2,148,453	33	Saginaw-Bay City-Midland	449,058	140	Waterloo-Cedar Falls	186,687	247
San Antonio	2,079,091	34	Santa Cruz	437,721	141	Rochester, Minn.	185,606	248
Sacramento	2,052,314	35	Rockford	436,946	142	Terre Haute	184,035	249
Milwaukee	2,047,232	36	McAllen-Edinburg-Mission	429,471	143	Midland, Tex.	181,766	250
Fort Lauderdale-Hollywood-Pompano Beach	2,026,361	37	Binghamton	417,617	144	Total Top 250	287,977,077	
Norfolk-Virginia Beach-Newport News	2,011,606	38	Erie	415,503	145	Fayetteville-Springdale	180,150	251
Monmouth-Ocean	1,853,474	39	Galveston-Texas City	413,507	146	Texasarkana	179,497	252
Columbus, Ohio	1,845,736	40	Joliet	413,507	146	Muskogee	179,235	253
Middlesex-Somerset-Hunterdon	1,816,308	41	Fort Pierce	412,102	147	Florence, Ala.	179,167	254
Orlando	1,769,782	42	Peoria	407,625	148	Merced	175,677	255
Hartford-New Britain-Middletown-Bristol	1,759,682	43	Anchorage	406,539	149	Battle Creek	175,327	256
Rochester, N.Y.	1,722,950	44	Salina-Tulsa-Porterville	406,179	150	Joplin	174,650	257
Charlotte-Gastonia-Rock Hill	1,640,547	45	Total Top 150	641,987	240	Sioux City	174,398	258
Portland, Ore.	1,632,997	46	Boulder-Longmont	402,792	151	Bryan-College Station	171,009	259
Bridgeport-Stamford-Norwalk-Danbury	1,606,363	47	Pensacola	397,505	152	Steubenville-Weirton	170,984	260
Albany-Schenectady-Troy	1,550,363	48	New London-Norwich	396,558	153	Athens	169,403	261
Indianapolis	1,517,475	49	Salinas-Seaside-Monterey	390,848	154	Laredo	168,651	262
West Palm Beach-Boca Raton-Delray Beach	1,514,744	50	Lafayette, La.	386,208	155	Rochester, Minn.	168,266	263
Total Top 50	165,214,821		Apollonio-Oshkosh-Neenah	382,816	156	Florence, S.C.	168,369	264
Austin	1,511,946	51	Reno	378,697	157	Dorham	164,575	265
Buffalo	1,467,921	52	Charleston, W. Va.	377,807	158	Tuscaloosa	163,651	266
Oklahoma City	1,413,583	53	Huntington-Ashland	373,525	159	Anderson, Ind.	162,780	267
Salt Lake City-Ogden	1,411,860	54	Eugene-Springfield	369,814	160	Anderson, S.C.	162,429	268
New Haven-Waterbury-Meriden	1,382,710	55	Rosario	365,889	161	Sherman-Denison	161,901	269
Providence-Pawtucket-Woonsocket	1,361,174	56	Lubbock	349,367	162	Decatur, Ill.	160,790	270
Richmond-Petersburg	1,345,520	57	Evansville	347,439	163	Clarksville-Hopkinsville	159,923	271
Dayton-Springfield	1,345,520	58	Huntsville	341,855	164	Danville, Va.	159,647	272
Jacksonville, Fla.	1,288,825	59	Salem, Ore.	341,569	165	Greeley	159,002	273
Nashville	1,238,794	60	Montgomery	338,219	166	Tuba City	158,997	274
Honolulu	1,210,367	61	Hickory-Morganton	338,123	167	Iowa City	156,377	275
Louisville	1,196,298	62	Ann Arbor	337,210	168	Albany, Ga.	156,213	276
Greensboro-Winston-Salem-High Point	1,159,666	63	Savannah	335,978	169	Burlington, N.C.	156,017	277
Tulsa	1,158,666	64	Niagara Falls	331,668	170	Hagerstown	155,890	278
Birmingham	1,158,255	65	Macomb-Warner Robins	327,204	171	State College	155,718	279
Raleigh-Durham	1,143,114	66	Hamilton-Middletown	326,620	172	Columbia, Mo.	155,000	280
Scranton-Wilkes-Barre	1,131,050	67	Hamilton-Middletown	326,620	172	Lafayette-West Lafayette	153,975	281
Memphis	1,109,896	68	Bradenton	318,870	174	Bloomington-Normal	149,656	282
Syracuse	1,089,183	69	South Bend-Mishawaka	317,654	175	Wausau	141,055	283
Allentown-Bethlehem-Easton	1,069,183	70	Springfield, Mo.	317,159	176	Starkville	139,742	284
Oxnard-Ventura	1,056,512	71	Tallahassee	311,988	177	Lawton	138,391	285
Las Vegas	1,044,211	72	Vancouver	310,975	178	Jackson, Mich.	137,991	286
Worcester-Fitchburg-Leominster	1,033,921	73	Lake Charles	310,975	178	Sheboygan	137,579	287
Fresno	963,493	74	Lake Charles	310,106	180	Wichita Falls	134,597	288
Greenville-Spartanburg	940,188	75	Duluth	309,572	181	Dubuque	134,459	289
Baton Rouge	939,372	76	Killeen-Temple	308,461	182	Bloomington, Ind.	132,897	290
New Bedford-Fall River-Attleboro	905,486	77	Gainesville	307,732	183	Sharon	132,429	291
Akron	900,179	78	Johnstown	306,318	184	Muncie	130,636	292
Omaha	898,620	79	Lincoln	303,929	185	Santa Fe	130,163	293
Springfield, Mass.	874,831	80	Lincoln	303,018	186	Kankakee	130,128	294
Tucson	868,111	81	Boise	301,924	187	Poscogoula	129,968	295
Harrisburg-Lebanon-Carlisle	858,114	82	Brownsville-Harlingen	301,197	188	Yuma	129,208	296
Wilmington, Del.	841,326	83	Ocala	296,681	189	La Crosse	127,176	297
Toledo	814,920	84	Houma-Thibodaux	296,681	189	San Angelo	126,512	298
Bakersfield	804,911	85	Waco	284,877	191	Owensboro	123,291	299
Knoxville	771,187	86	Bangor	283,050	192	Gooden	121,873	300
Tacoma	748,296	87	Cedar Rapids	282,217	193	Decatur, Ala.	121,810	301
Lake County, Ill.	745,236	88	Fort Smith	279,687	194	Victoria	121,725	302
El Paso	743,615	89	Fort Collins-Loveland	275,910	195	Kokomo	121,186	303
Portsmouth-Dover-Rochester	743,615	90	Burlington, Vt.	274,684	196	Elmira	120,835	304
Grand Rapids	743,615	91	Fayetteville, N.C.	273,293	197	Cumberland	120,194	305
Little Rock-North Little Rock	723,295	92	Brazoria	269,581	199	Abilene	118,456	306
Des Moines	711,631	93	Green Bay	264,092	200	Jacksonville, N.C.	118,271	307
Gary-Hammond	708,351	94	Total Top 200	256,881,684		Bismark	115,576	308
Charleston, S.C.	692,267	95	Olympia	263,781	201	Great Falls	115,291	309
Lancaster	690,393	96	Asheville	258,510	202	Pine Bluff	114,724	310
Jersey City	684,269	97	Kalamazoo	256,993	203	Kenosha	111,278	311
Santa Barbara-Santa Maria-Lompoc	667,209	98	Blacksburg	256,084	204	Jackson, Tenn.	108,207	312
Manchester-Nashua	664,432	99	Yakima	253,250	205	St. Joseph	105,819	313
Daytona Beach	652,732	100	Bremerton	253,177	206	Lawrence, Kans.	104,055	314
Total Top 100	214,867,986		Longview-Marshall	252,980	207	Casper	97,641	317
Columbia, S.C.	637,113	101	Pittsfield	252,169	208	Grand Forks	94,381	318
York	636,889	102	Springfield, Ill.	249,976	209	Cheyenne	93,938	319
Santa Rosa-Petaluma	635,651	103	Monroe	249,614	210	End	87,530	320
Wichita	631,995	104	Glens Falls	247,010	211	Total Above Areas	277,848,317	
Albuquerque	627,262	105	Tyler	244,144	212	Percent of U.S.	79.4782	
Atlantic City	623,894	106	Chico	242,795	213	U.S. Total	349,810,512	
			Vineland-Millville-Bridgeton	238,613	214			

Eating and Drinking Place Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	7,685,516	1	Melbourne-Titusville-Palm Bay	297,531	107	Monroe	103,147	215
New York	4,497,924	2	Fort Wayne	292,533	108	Yakima	103,000	216
Chicago	4,497,524	3	Madison	292,393	109	St. Cloud	102,894	217
Boston-Lawrence-Salem-Lowell-Brockton	3,854,505	4	Daytona Beach	291,015	110	Okalo	102,282	218
Washington	3,556,993	5	Fort Myers-Cape Coral	290,246	111	Terre Haute	101,667	219
Philadelphia	3,303,247	6	Manchester-Nashua	288,517	112	Bellingham	101,616	220
Detroit	3,181,155	7	Bakersfield	288,338	113	Longview-Marshall	101,504	221
Anaheim-Santa Ana	2,696,075	8	Stockton	285,010	114	Tyler	101,419	222
Atlanta	2,613,392	9	Sarasota	281,394	115	Johnstown	101,330	223
Dallas	2,415,537	10	Spokane	279,922	116	Billings	100,372	224
Houston	2,193,458	11	York	278,372	117	Parkersburg-Marietta	100,217	225
San Diego	2,100,526	12	Colorado Springs	277,847	118	Elkhart-Goshen	99,831	226
San Francisco	2,086,003	13	Youngstown-Warren	274,598	119	Janesville-Beloit	99,639	227
Nassau-Suffolk	2,043,817	14	Stockton	270,236	120	Athens	96,235	228
Minneapolis-St. Paul	1,883,682	15	Portland, Me.	266,534	121	Bloomington-Normal	95,123	229
Seattle	1,811,294	16	Trenton	263,849	122	Lafayette-West Lafayette	96,099	230
St. Louis	1,778,362	17	Flint	259,477	123	Glens Falls	96,009	231
Baltimore	1,666,043	18	Jersey City	257,810	124	State College	95,302	232
Oakland	1,619,391	19	Springfield-Bay City-Midland	247,002	125	Bongor	95,279	233
Riverside-San Bernardino	1,612,397	20	Chattanooga	243,769	126	Sixus Falls	95,277	234
Tampa-St. Petersburg-Clearwater	1,582,953	21	Augusta	242,930	127	Bremerton	94,902	235
Phoenix	1,582,953	22	Davenport-Rock Island-Moline	239,108	128	La Crosse	94,642	236
Pittsburgh	1,541,880	23	Jackson, Miss.	237,414	129	Muskegon	93,824	237
Denver	1,295,205	24	Arara-Elgin	234,974	130	Kirksville-Hopkinsville	93,707	238
Honolulu	1,289,414	25	Corpus Christi	232,724	131	Charlottesville	93,575	239
Miami-Hialeah	1,274,421	26	Reading	232,724	132	Eau Claire	92,976	240
San Jose	1,258,918	27	Santa Cruz	217,759	133	Redding	92,617	241
Newark	1,203,674	28	Canton	216,520	134	Johnston	89,963	242
Cleveland	1,182,335	29	Johnson City-Kingsport-Bristol	214,407	135	Lake Charles	89,786	243
Orlando	1,175,238	30	Lakeland-Winter Haven	214,263	136	Tuscaloosa	89,525	244
Sacramento	1,161,148	31	Appleton-Oshkosh-Neenah	213,992	137	Wheeling	89,499	245
Kansas City	1,159,744	32	Ann Arbor	211,670	138	Battle Creek	89,059	246
Cincinnati	1,121,932	33	Modesto	210,891	139	Richland-Kennebec-Pasco	87,710	247
Fort Lauderdale-Hollywood-Pompano Beach	1,102,092	34	New London-Norwich	209,197	140	Lynchburg	86,554	248
Indianapolis	1,093,628	35	Beaumont-Port Arthur	208,891	141	Bryan-College Station	83,871	249
Fort Worth-Arlington	1,070,001	36	Pensacola	208,705	142	Total Top 250	142,524,389	
New Orleans	1,066,959	37	Shreveport	206,079	143	Decatur, Ill.	82,708	250
San Antonio	1,041,407	38	Eugene-Springfield	204,279	144	Abilene	82,004	251
Portland, Ore.	1,010,022	39	Peoria	202,578	145	Altoona	81,932	252
Norfolk-Virginia Beach-Newport News	1,005,487	40	Boulder-Longmont	198,333	146	Waterloo-Cedar Falls	81,600	253
Milwaukee	985,136	41	Rockford	197,435	147	Rochester, Minn.	81,205	254
Columbus, Ohio	977,312	42	Springfield, Mo.	197,315	148	Bloomington, Ind.	79,032	255
Bergen-Passaic	938,891	43	Lubbock	194,127	149	Muncie	78,611	256
Hartford-New Britain-Middletown-Bristol	808,213	44	Utica-Rome	192,487	150	Anderson, S.C.	78,002	257
West Palm Beach-Boca Raton-Delray Beach	804,349	45	Total Top 150	129,768,173		Merced	77,524	258
Charlotte-Gastonia-Rock Hill	781,622	46	Evansville	190,080	151	Provo-Orem	77,254	259
Nashville	780,371	47	Orange County, N.Y.	188,333	152	Burlington, N.C.	76,507	260
Oklahoma City	731,038	48	Huntsville	188,296	153	Sixus City	76,259	261
Louisville	727,544	49	Erie	186,707	154	Jacksonville, N.C.	76,143	262
Middlesex-Somerset-Hunterdon	712,793	50	Charleston, W.Va.	183,276	155	Columbia, Mo.	75,905	263
Total Top 50	92,803,045		Montgomery	182,605	156	Jamestown-Dunkirk	74,362	264
Memphis-Ocean	712,793	51	Birmingham	180,719	157	Brazoria	74,280	265
Rochester, N.Y.	711,528	52	Macomb-Warner Robins	178,958	158	Pueblo	74,280	266
Austin	710,477	53	Rancho	177,448	159	Mansfield	73,839	267
Jacksonville, Fla.	700,206	54	Salem, Ore.	174,465	160	Iowa City	72,737	268
Providence-Pawtucket-Woonsocket	696,969	55	Savannah	165,611	161	Jackson, Mich.	72,456	269
Buffalo	674,811	56	South Bend-Mishawaka	165,927	162	Odesa	71,612	270
Bridgeport-Stamford-Norwalk-Danbury	643,088	57	Huntington-Ashland	163,392	163	Kokomo	71,562	271
Greensboro-Winston-Salem-High Point	643,339	58	Reno	164,149	164	Alexandria, La.	70,998	272
Raleigh-Durham	633,744	59	Poughkeepsie	163,632	165	Fayetteville-Springdale	69,708	273
Albany-Schenectady-Troy	627,836	60	Hamilton-Middletown	163,121	166	Beaver County, Pa.	68,165	274
New Haven-Waterbury-Meriden	627,836	61	Fort Pierce	158,540	167	Rapid City	68,165	275
Salt Lake City-Ogden	602,159	62	Tallahassee	157,524	168	Midland, Tex.	67,456	276
Dayton-Springfield	565,796	63	Alamogordo	155,626	169	Decatur, Ala.	66,969	277
Richmond-Petersburg	550,403	64	Champaign-Urbana-Rantoul	152,605	170	Albany, Ga.	66,916	278
Las Vegas	543,279	65	Springfield, Ill.	151,042	171	Lexington-Auburn	65,883	279
Birmingham	543,279	66	Fayetteville, N.C.	150,521	172	Anderson, Ind.	65,848	280
Tulsa	541,373	67	Greenville	149,992	173	Texarkana	65,848	281
Worcester-Fitchburg-Leominster	518,651	68	Boise	149,571	174	Vineland-Millville-Bridgeton	64,834	282
Memphis	503,323	69	Richmond	146,152	175	Cheyenne	64,834	283
Omaha	496,218	70	Hickory-Morganton	144,939	176	Williamsport	63,955	284
Oxnard-Ventura	496,218	71	Burlington, Vt.	144,606	177	Dubuque	63,933	285
Syracuse	486,017	72	Green Bay	140,021	178	Annisson	63,575	286
Springfield, Mass.	470,275	73	Columbus, Ga.	139,810	179	Lawton	63,454	287
Knoxville	456,891	74	Lafayette, La.	137,277	180	Sharon	63,429	288
Scranton-Wilkes-Barre	442,938	75	Waco	136,548	181	Bismarck	62,938	289
Allentown-Bethlehem-Easton	442,938	76	Vancouver	136,397	182	Las Cruces	62,650	290
Albuquerque	426,897	77	Burlington, N.Y.	134,614	183	Sheboygan	62,562	291
Toledo	426,897	78	Fort Collins-Loveland	134,614	184	Florence, S.C.	62,237	292
Akron	416,143	79	Fort Walton Beach	134,614	185	Florence, Ala.	62,104	293
New Bedford-Fall River-Attleboro	412,158	80	Duluth	133,997	186	Greeley	61,558	294
Greenville-Spartanburg	405,346	81	Naples	134,614	187	Danville, Va.	61,454	295
Grand Rapids	394,712	82	Galveston-Texas City	133,997	188	Stauben-Weirton	61,270	296
Tacoma	394,712	83	Niagara Falls	132,985	189	Wausau	60,918	297
Tucson	390,784	84	McAllen-Edinburg-Mission	132,849	190	Laredo	59,303	298
Harrisburg-Lebanon-Carlisle	390,784	85	Panama City	132,478	191	Lawrence, Kans.	58,593	299
Atlantic City	390,043	86	Pittsfield	132,190	192	Elmira	58,054	300
Lake County, Ill.	387,984	87	Killeen-Temple	131,969	193	Yuma	49,707	301
Wilmington, Del.	387,110	88	Fort Morgan	131,969	194	Great Falls	48,814	302
Fresno	385,154	89	Biloxi-Gulfport	130,915	195	Owensboro	48,814	303
Wichita	374,823	90	Tapoca	128,877	196	Yuba City	48,814	304
Charleston, S.C.	363,569	91	Cedar Rapids	127,450	197	Hagerstown	48,814	305
Anchorage	355,970	92	Brownsville-Harlingen	127,450	198	Grand Forks	48,814	306
Little Rock-North Little Rock	345,376	93	Total Top 200	137,503,199		San Angelo	48,814	307
Columbia, S.C.	339,100	94	Asheville	120,751	199	Gadsden	51,282	308
Baton Rouge	330,500	95	Wilmington, N.C.	120,751	200	Sherman-Denison	50,632	309
San Barbara-Santa Maria-Lompoc	326,128	96	Fort Smith	120,668	201	St. Joseph	49,885	310
El Paso	326,128	97	Chico	119,914	202	Yuma	49,707	311
Lexington-Fayette	323,705	98	Lorain-Elyria	117,223	203	Pascagoula	47,814	312
Portsmouth-Dover-Rochester	321,232	99	Wichita Falls	117,016	204	Kankakee	45,982	313
Gary-Hammond	318,762	100	Wichita Falls	112,303	205	Victoria	44,464	314
Total Top 100	117,223,377		Houma-Thibodaux	112,303	206	Jackson, Tenn.	40,850	315
Lancaster	313,595	101	Racine	112,303	207	Casper	40,323	316
Des Moines	311,989	102	Visalia-Tulare-Porterville	110,394	208	Pine Bluff	39,626	317
Vallejo-Fairfield-Napa	310,189	103	Medford	108,244	209	Enid	35,398	318
Lansing-East Lansing	303,218	104	Benton Harbor	107,903	210	Total Above Areas	147,056,939	
Salinas-Seaside-Manterey	301,860	105	Santa Fe	107,605	211	Percent of U.S.	84.4002	
Santa Rosa-Petaluma	300,743	106	Olympia	107,030	212	U.S. Total	173,702,476	
			Lima	103,176	213			

METRO MARKET RANKINGS

General Merchandise Store Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	6,766,313	1	Fort Wayne	395,351	107	Lima	154,644	215
Chicago	5,045,839	2	Melbourne-Thruville-Palm Bay	391,663	108	Wilmington, N.C.	152,479	216
New York	5,008,494	3	New Bedford-Fall River-Antisano	386,115	109	Houma-Thibodaux	152,292	217
Detroit	4,246,519	4	Charleston, S.C.	373,741	110	Texasarkona	151,549	218
Philadelphia	3,934,052	5	Colorado Springs	372,797	111	Bangor	150,560	220
Washington	3,571,165	6	Shreveport	367,552	112	Joplin	150,220	221
Boston-Lawrence-Salem-Lowell-Brockton	3,175,860	7	Mobile	365,968	113	Lynchburg	149,563	222
Atlanta	3,102,719	8	Madison	365,575	114	Benton Harbor	147,657	223
Houston	2,848,831	9	Chattanooga	354,666	115	Lafayette-West Lafayette	147,429	224
Minneapolis-St. Paul	2,839,909	10	Fort Myers-Cape Coral	349,677	116	Dallas	147,169	225
Dallas	2,836,055	11	Ann Arbor	345,614	117	Panama City	146,885	227
St. Louis	2,487,297	12	Johnson City-Kingsport-Bristol	343,818	121	Springfield, Mo.	145,210	228
Nassau-Suffolk	2,414,949	13	Lakeland-Winter Haven	332,500	122	Wausau	144,147	229
Anaheim-Santa Ana	2,229,949	14	Kalamazoo	325,814	123	Janesville-Beloit	142,074	231
San Diego	2,176,358	15	Sarasota	322,945	124	Waterloo-Cedar Falls	139,961	232
Baltimore	2,031,816	16	Aurora-Elgin	321,865	125	Clarksville-Hopkinsville	139,696	233
Riverside-San Bernardino	1,921,212	17	Santa Rosa-Petaluma	321,356	127	Terre Haute	139,236	234
Phoenix	1,775,811	18	Daytona Beach	319,146	128	Eau Claire	138,998	235
Miami-Hialeah	1,745,071	19	Huntington-Ashland	318,174	129	Longview-Marshall	138,184	237
Tampa-St. Petersburg-Clearwater	1,723,771	20	San Jose	316,171	130	Boise	137,136	238
Denver	1,704,818	21	Peoria	306,290	131	Albany, Ga.	134,910	239
Pittsburgh	1,699,337	22	Canton	305,234	132	Richland-Kennebec-Pasco	133,643	240
Oakland	1,687,264	23	Davenport-Rock Island-Moline	300,993	133	Fort Collins-Loveland	133,331	241
Kansas City	1,681,494	24	Stockton	295,935	135	Naples	133,181	242
Seattle	1,652,333	25	Pensacola	293,535	136	Florence, Ala.	131,915	243
Portland, Ore.	1,650,438	26	Macon-Warner Robins	291,292	138	Elmira	131,476	244
Cleveland	1,602,880	27	Corpus Christi	290,742	139	Athens	131,085	245
Cincinnati	1,590,056	28	Modesto	290,125	140	La Crosse	130,656	246
San Francisco	1,574,076	29	Poughkeepsie	290,018	141	Columbia, Mo.	129,421	248
San Jose	1,554,192	30	South Bend-Mishawaka	288,326	142	Lawton	129,078	249
Sacramento	1,421,933	31	Eugene-Springfield	282,696	143	Decatur, Ill.	128,591	250
Columbus, Ohio	1,387,877	32	Charleston, W. Va.	281,433	144	Dubuque	126,888	251
Indianapolis	1,357,829	33	Portland, Me.	281,362	145	Florence, S.C.	126,541	252
Bergen-Passaic	1,338,753	34	Montgomery	280,795	146	Siox City	124,856	253
Fort Worth-Arlington	1,324,885	35	Bakersfield	280,757	147	Jacksontown	124,388	254
Milwaukee	1,323,458	36	Vallejo-Fairfield-Napa	279,851	148	Tuscaloosa	123,021	255
Honolulu	1,208,056	37	Atlantic City	277,727	149	Victoria-Tulare-Porterville	123,021	255
Norfolk-Virginia Beach-Newport News	1,167,538	38	Reading	277,078	150	Yakima	121,910	257
New Orleans	1,078,819	39	Total Top 150	148,816,752		Billings	120,626	258
Orlando	1,040,943	40	Trenton	276,584	151	Jackson, Tenn.	120,037	259
Newark	1,047,168	41	Lubbock	272,643	152	Grand Forks	119,877	260
Grand Rapids	1,026,261	42	Rockford	268,917	153	Bremerton	118,770	261
Hartford-New Britain-Middletown-Bristol	1,018,186	43	Fayetteville, N.C.	268,330	154	Ablene	118,638	262
Middlesex-Somerset-Hunterdon	975,845	44	Rosnoke	266,955	155	Burlington, Vt.	117,809	263
Nashville	973,368	45	Huntsville	265,959	156	Laredo	117,409	264
San Antonio	968,967	46	Evansville	264,075	157	Anderson, S.C.	117,249	265
Fort Lauderdale-Hollywood-Pompano Beach	964,471	47	Salem, Ore.	262,369	158	Cumberland	116,395	266
Louisville	940,175	48	Amarillo	247,622	160	Bismarck	115,377	268
Memphis	933,976	49	Springfield, Ill.	243,804	161	Rapid City	114,700	269
Charlotte-Gastonia-Rock Hill	889,284	50	Orange County, N.Y.	240,683	162	Santa Cruz	114,653	270
Total Top 50	100,468,671		Tallahassee	240,659	163	Bryon-College Station	113,504	271
Dayton-Springfield	872,266	51	Savannah	240,006	164	Pittsfield	113,427	272
Bridgeport-Stamford-Norwalk-Danbury	871,585	52	Safinas-Seaside-Manterey	238,006	165	Pueblo	111,879	273
Richmond-Petersburg	863,661	53	Duluth	228,776	166	Midland, Tex.	111,055	275
Monmouth-Ocean	855,963	54	Binghamton	228,216	167	Stacygon	109,915	276
Salt Lake City-Ogden	849,581	55	Erie	221,142	168	Kokomo	109,531	277
Birmingham	834,235	56	Lincoln, Mich.	221,015	169	Steubenville-Wellton	109,264	278
Oklahoma City	833,574	57	New London-Norwich	220,093	170	Sherman-Denison	108,719	279
Albany-Schenectady-Troy	804,447	58	Utica-Rome	216,102	171	Bellingham	108,131	280
West Palm Beach-Boca Raton-Deer	804,302	59	Cedar Rapids	210,365	172	Bloomington, Ind.	105,534	281
Greensboro-Winston-Salem-High Point	796,369	60	Lafayette, La.	206,394	173	Chicago	105,106	282
Rochester, N.Y.	786,245	61	Lincoln	205,116	174	Vineand-Millville-Bridgeton	103,563	284
Jacksonville, Fla.	783,236	62	Columbus, Ga.	200,238	175	Annisston	103,344	285
Providence-Pawtucket-Woonsocket	781,700	63	Killeen-Temple	199,122	176	Agersston	100,716	286
Buffalo	737,965	64	Fort Smith	197,928	177	Elkhart-Goshen	100,105	287
New Haven-Waterbury-Meriden	730,488	65	Parkersburg-Marietta	197,359	178	Muncie	98,898	288
Toledo	720,721	66	Joliet	196,016	179	Santa Fe	96,622	289
Scranton-Wilkes-Barre	692,238	67	Fayetteville-Springdale	195,604	180	St. Joseph	96,497	290
Oxnard-Ventura	693,928	68	Champaign-Urbana-Rantoul	194,587	182	Williamsport	95,340	291
Austin	692,265	69	Fort Pierce	194,449	183	Glens Falls	93,890	292
Raleigh-Durham	687,824	70	Muskegon	192,835	184	Redding	93,747	293
Lansing-East Lansing	656,664	71	Fargo-Moorhead	192,776	185	Greely	90,497	294
Wilmington, Del.	650,532	72	Laramie-Elyria	191,966	186	State College	89,516	295
St. Cloud	623,288	73	Waco	191,815	187	Decatur, Ala.	88,592	296
Harrisburg-Lebanon-Carlisle	613,901	74	Topeka	191,087	188	Danville, Va.	87,518	297
Little Rock-North Little Rock	610,018	75	Boulder-Longmont	187,901	189	Jacksonville, N.C.	87,361	298
Baton Rouge	607,878	76	Bliss-Gulfport	186,988	190	Anderson, Ind.	87,123	299
Tulsa	601,009	77	Butte Creek	184,882	191	Iowa City	87,020	300
Omaha	583,713	78	Santa Barbara-Santa Maria-Lompoc	183,136	192	Jamestown-Dunkirk	85,769	301
Manchester-Nashua	582,288	79	Ashville	179,228	193	Lewiston-Auburn	85,425	302
Las Vegas	581,917	80	Rosine	176,012	194	San Angelo	85,396	303
Allentown-Bethlehem-Easton	568,015	81	Galveston-Texas City	173,537	195	Burlington, N.C.	83,213	305
Flint	560,332	82	Lake Charles	171,285	196	Sharon	82,411	306
Worcester-Fitchburg-Leominster	551,897	83	Niagara Falls	171,244	197	Gadsden	80,131	307
Tucson	549,185	84	Manfield	170,760	198	Merced	79,709	308
Albuquerque	548,608	85	Total Top 200	167,918	200	Pasadena	78,626	309
Akron	533,984	86	Sixtus Falls	167,017	201	Yuma	77,255	310
Wichita	516,667	87	Alexandria, La.	166,559	202	Kankakee	76,760	311
Greenville-Spartanburg	500,886	88	Medford	165,043	203	Great Falls	76,599	312
Springfield, Mass.	500,820	89	Ocala	162,620	204	Cheyenne	76,423	313
El Paso	500,614	90	Gainesville	162,515	205	Pine Bluff	73,025	314
Tacoma	496,038	91	Hamilton-Middletown	161,150	206	Victoria	70,375	316
Jackson, Miss.	481,353	92	Fort Walton Beach	159,743	207	Enid	65,891	317
Saginaw-Bay City-Midland	475,864	93	Bradenton	159,141	208	Kenosha	64,223	318
Portsmouth-Dover-Rochester	426,402	94	Hickory-Morganton	158,961	209	Casper	58,229	319
Fresno	424,854	95	Provo-Orem	157,828	210	Lawrence, Kan.	56,517	320
Spokane	420,839	96	Beaver County, Pa.	157,824	212	Total Above Areas	173,736,702	
Anchorage	419,554	97	Wichita Falls	157,336	213	Percent of U.S.	85.4669	
Syracuse	416,673	98		154,886	214	U.S. Total	203,279,551	
Columbia, S.C.	413,384	100						
Total Top 100	132,268,571							
Des Moines	413,335	101						
Gary-Hammond	406,431	102						
Augusta	400,179	103						
Lexington-Fayette	398,839	104						
Lake County, Ill.	396,605	105						
Youngstown-Warren	396,044	106						

Furniture/Home Furnishing/Appliance Store Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	4,316,173	1	Trenton	158,010	107	Fort Walton Beach	51,228	215
New York	3,351,767	2	Des Moines	156,324	108	Fargo-Moorhead	51,181	216
Chicago	2,839,192	3	Lexington-Fayette	154,774	109	La Crosse	50,274	217
Washington	1,947,609	4	Atlantic City	153,850	110	Sioux Falls	50,116	218
Philadelphia	1,890,632	5	Aurora-Evanston	152,493	111	Jacksonville, N.C.	49,244	219
Detroit	1,867,637	6	Gary-Hammond	150,370	112	Duluth	48,810	220
Nassau-Suffolk	1,722,015	7	Youngstown-Warren	147,265	113	Topeka	48,399	221
Boston-Lawrence-Salem-Lowell-Bracton	1,649,743	8	Chattanooga	146,145	114	Hagerstown	47,232	222
Anheim-Santa Ana	1,478,120	9	Reading	145,488	115	Waco	47,173	223
San Diego	1,261,718	10	Stockton	144,019	116	Terre Haute	47,129	224
Atlanta	1,232,535	11	Appleton-Oshkosh-Neenah	140,031	117	Johnstown	47,118	225
Houston	1,116,009	12	Shreveport	139,928	118	Muskegon	46,805	226
Dallas	1,051,574	13	Ann Arbor	139,332	119	Anderson, S.C.	46,337	228
San Francisco	1,016,789	14	York	138,728	120	Fort Smith	45,734	229
Seattle	987,544	15	Fort Pierce	134,204	121	Eau Claire	45,161	230
Phoenix	985,133	16	Niles	132,922	122	Bellingham	44,831	231
Minneapolis-St. Paul	978,286	17	Daytona Beach	131,115	123	Parkersburg-Marietta	44,600	232
Baltimore	977,673	18	Bakersfield	130,899	124	Pueblo	43,930	233
Oakland	974,692	19	Mobile	127,952	125	Wheeling	43,674	234
San Jose	889,803	20	Santa Barbara-Santa Maria-Lompoc	127,868	126	Mansfield	43,558	235
Bergen-Passaic	837,488	21	Melbourne-Titusville-Palm Bay	127,384	127	Muncie	43,489	236
Newark	823,430	22	Madison	126,937	128	Albany, Ga.	43,297	237
Tampa-St. Petersburg-Clearwater	807,757	23	Fayetteville, N.C.	126,360	130	San Jose	43,260	238
Alamogordo	784,215	24	Augusta	122,814	131	Bangor	43,176	239
St. Louis	758,018	25	Rockford	122,717	132	Blair-Gulfport	43,009	240
Riverside-San Bernardino	757,674	26	Portland, Me.	119,979	133	Clarksville-Hopkinsville	42,740	241
Denver	754,050	27	Orange County, N.Y.	118,366	134	Lafayette-West Lafayette	42,706	242
Pittsburgh	688,021	28	Spokane	118,172	135	Panama City	42,674	243
Milwaukee	678,560	29	Davenport-Rock Island-Moline	117,841	136	Jackson, Mich.	42,651	244
Fort Lauderdale-Hollywood-Pompano Beach	651,886	30	Salinas-Seaside-Monterey	117,828	137	Rochester, Minn.	42,651	245
Cleveland	641,644	31	Jackson, Miss.	115,511	138	Burlington, N.C.	42,480	246
Norfolk-Virginia Beach-Newport News	595,161	32	Peoria	112,956	139	Battle Creek	41,804	247
Sacramento	595,161	33	Lakeland-Winter Haven	112,812	140	Albany, N.Y.	41,804	248
Greensboro-Winston-Salem-High Point	593,993	34	Huntsville	111,287	141	Redding	40,100	249
Hartford-New Britain-Middletown-Bristol	587,258	35	South Bend-Mishawaka	110,094	142	Williamsport	40,018	250
Middlesex-Somerset-Hunterdon	565,621	36	Evansville	109,260	143	Total Top 250	76,417,406	
Columbus, Ohio	564,952	37	Reno	108,063	144	Wichita Falls	39,923	251
Portland, Ore.	552,917	38	Vallejo-Fairfield-Napa	107,598	145	Santa Fe	39,415	252
Indianapolis	547,014	39	Pensacola	104,734	146	Arlene	39,263	253
Cincinnati	535,665	40	New London-Norwich	104,578	147	Janesville-Beloit	38,979	254
Kansas City	514,488	41	Johnson City-Kingsport-Bristol	102,489	148	Yakima	38,828	255
West Palm Beach-Boca Raton-Deerfield Beach	500,392	42	Green Bay	101,200	149	Galveston-Texas City	38,020	256
Fort Worth-Arlington	493,618	43	Savannah	100,734	150	Teskeville	37,892	257
Charlotte-Gastonia-Rock Hill	491,454	44	Total Top 150	70,234,617		Wausau	37,892	258
Orlando	467,239	45	Canton	99,783	151	Jamestown-Dunkirk	36,948	259
Nashville	443,502	46	Poughkeepsie	99,737	152	Alexandria, La.	36,895	260
New Orleans	424,650	47	Montgomery	99,104	153	Lake Charles	36,327	261
Rochester, N.Y.	423,151	48	Eugene-Springfield	98,155	154	Columbia, Mo.	36,320	262
San Jose	418,208	49	Hickory-Morganton	97,611	155	Decatur, Ga.	35,778	263
San Antonio	407,092	50	Kalamazoo	95,648	157	Grassden	35,778	264
Total Top 50	50,441,747		McAllen-Edinburg-Mission	94,802	158	State College	35,320	265
Bridgeport-Stamford-Norwalk-Danbury	404,430	51	Boulder-Longmont	94,331	159	Sharon	35,031	266
San Antonio	393,944	52	Binghamton	94,331	159	Lawton	34,634	267
Raleigh-Durham	378,843	53	Tallahassee	90,687	160	Meredon	34,510	268
New Haven-Waterbury-Meriden	378,843	54	Lubbock	88,887	161	Glens Falls	34,289	269
Louisville	371,374	55	Macon-Warner Robins	86,133	162	Yuba City	33,901	270
Albany-Schenectady-Troy	358,357	56	Beaumont-Port Arthur	86,522	163	Cumberland	33,709	271
Oklahoma City	357,597	57	Huntington-Ashland	86,500	164	Decatur, Ill.	33,579	272
Memphis	345,306	58	Charleston, W.Va.	86,399	165	Owensboro	33,419	273
Buffalo	342,958	59	Reno	86,267	166	Beaver County, Pa.	32,983	274
Grand Rapids	330,790	60	Boise	85,520	167	Great Falls	32,660	275
Jacksonville, Fla.	328,559	61	Utica-Rome	82,966	168	Houma-Thibodaux	32,328	276
Dayton-Petersburg	317,751	62	Salem, Ore.	82,127	169	Elkhart-Goshen	32,191	277
Dayton-Springfield	313,898	63	Joliet	80,083	170	Vineland-Millville-Bridgeton	31,842	278
Birmingham	308,180	64	Erie	79,706	171	Fayetteville-Springdale	31,720	279
Austin	297,850	65	Santa Cruz	78,908	172	Iowa City	31,663	280
Providence-Pawtucket-Woonsocket	292,240	66	Corpus Christi	78,307	173	Kokomo	31,179	281
Omaha	280,048	67	Amarillo	77,181	174	Florence, S.C.	30,760	282
Syracuse	278,390	68	Anchorage	76,937	175	Bloomington, Ind.	30,646	283
Worcester-Fitchburg-Leominster	274,608	69	Fort Collins-Loveland	73,506	176	Sioux City	30,484	284
Honolulu	265,976	70	Columbus, Ga.	73,466	177	Rapid City	30,399	285
Lake County, Ill.	262,406	71	Springfield, Ill.	70,582	178	Joplin	30,386	286
Oxnard-Ventura	259,697	72	Visalia-Tulare-Porterville	70,189	179	Danville, Va.	30,353	287
Wilmington, Del.	257,075	73	Ocala	69,467	180	Florence, Ala.	30,325	288
Tulsa	255,251	74	Asheville	68,689	181	Waterloo-Cedar Falls	29,841	289
Jersey City	249,215	75	Cedar Rapids	68,302	182	Elmira	29,713	290
Madison	244,322	76	Lorain-Elyria	67,544	183	San Angelo	29,365	291
Fresno	238,992	77	Burlington, Vt.	66,389	184	Odessa	28,705	292
Portsmouth-Dover-Rochester	238,282	78	Racine	66,085	185	Dubuque	28,547	293
Greenville-Spartanburg	237,809	79	Springfield, Mo.	65,692	186	Anderson, Ind.	27,961	294
Tucson	234,118	80	Champaign-Urbana-Rantoul	63,900	187	Jackson, Tenn.	27,942	295
Harrisburg-Lancaster-Carlisle	231,790	81	Bradenton	63,263	188	Brazoria	27,494	296
Allentown-Bethlehem-Easton	227,812	82	Wilmington, N.C.	62,540	189	Greely	27,155	297
Knoxville	227,543	83	Killeen-Temple	62,253	190	Kenosha	26,304	298
Albuquerque	226,451	84	Chicago	62,138	191	Asper	25,884	299
Akron	219,390	85	Longview-Marshall	61,313	192	Bryan-College Station	25,736	300
Scranton-Wilkes-Barre	217,982	86	Tyler	60,410	193	Richland-Kennebec-Pasco	25,640	301
Springfield, Mass.	217,882	87	Hamilton-Middletown	59,376	194	Victoria	25,586	302
Toledo	215,959	88	Gainesville	59,101	195	Midland, Tex.	25,574	303
Las Vegas	212,026	89	Laredo	58,406	196	Lawrence, Kans.	25,294	304
Lansing-East Lansing	210,895	90	Charlottesville	57,462	197	Cheyenne	25,247	305
Fort Myers-Cape Coral	204,964	91	Monroe	57,321	198	Sherman-Denison	24,752	306
El Paso	197,908	92	Altoona	57,045	199	Benton Harbor	23,668	307
New Bedford-Fall River-Arlington	191,257	93	Lafayette	56,266	200	Yuma	23,657	308
Columbia, S.C.	187,986	94	Total Top 200	74,044,619		Lewisville-Auburn	23,139	309
Manchester-Nashua	186,646	95	Bremerton	55,946	201	Grand Forks	22,728	310
Sarasota	185,736	96	St. Cloud	55,538	202	Stuebenville-Weirton	22,707	311
Tacoma	182,330	97	Niagara Falls	55,306	203	Bismarck	21,763	312
Little Rock-North Little Rock	180,043	98	Billings	54,060	204	Kankakee	21,743	313
Charleston, S.C.	179,535	99	Lincoln	53,873	205	Amniston	20,786	314
Baton Rouge	176,528	100	Bloomington-Normal	53,827	206	Lawrence, Mo.	18,949	315
Total Top 100	63,633,172		Duluth	53,669	207	Pine Bluff	18,924	316
Lancaster	174,967	101	Olympia	53,133	208	Sheboygan	18,847	317
Colorado Springs	173,585	102	Medford	52,483	209	St. Joseph	18,534	318
Santa Rosa-Petaluma	166,594	103	Vancouver	52,366	210	Posquicola	16,451	319
Fort Wayne	164,464	104	Pittsfield	52,187	211	Enid	13,935	320
Saginaw-Bay City-Midland	162,925	105	Lima	52,138	212	Total Above Areas	78,495,670	
Flint	161,090	106	Tuscaloosa	52,054	213	Percent of U.S.	87.8549	
			Provo-Orem	51,948	214	U.S. Total	89,346,946	

Automotive Dealer Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	14,461,889	1	Saginaw-Bay City-Midland	693,385	107	Brazoria	251,850	213
Chicago	8,853,426	2	Madison	679,293	108	Naples	249,513	216
Detroit	8,142,088	3	Melbourne-Titusville-Palm Bay	674,109	109	Decatur, Ala.	246,846	217
Philadelphia	8,015,528	4	Stockton	672,886	110	Lafayette-West Lafayette	245,806	218
Boston-Lawrence-Salem-Lowell-Brockton	7,036,905	5	Stringtown-Fayette	665,994	111	Rochester, Minn.	243,750	219
Washington	6,830,874	6	Sarasota	663,853	112	Jacksonville, Fla.	244,688	220
New York	6,110,423	7	Fort Wayne	661,544	113	Joplin	243,646	221
Houston	5,574,302	8	Chattanooga	656,575	114	Tuscaloosa	241,220	222
Dallas	5,478,974	9	Colorado Springs	640,511	115	Battle Creek	238,072	223
Norfolk-Suffolk	5,474,396	10	Spokane	629,953	116	Billings	237,883	224
Atlanta	5,268,167	11	Bakersfield	624,692	117	Brownsville-Harlingen	234,142	225
Anaheim-Santa Ana	4,798,012	12	Johnson City-Kingsport-Bristol	615,040	118	Alhambra	233,255	226
Minneapolis-St. Paul	4,401,706	13	Lakeland-Winter Haven	603,921	119	Waco	231,238	227
San Diego	4,184,023	14	Peoria	604,059	120	Alhambra	231,192	228
St. Louis	4,150,785	15	Albany City	603,389	121	Richland-Kennebec-Pasco	230,735	229
Baltimore	3,646,617	16	Bloomington-Fort Arthur	603,120	122	Burlington, Vt.	230,169	230
Phoenix	3,602,384	17	Canon	582,372	123	Portland, Me.	228,748	231
Riverside-San Bernardino	3,596,944	18	Montgomery	581,157	124	Fort Walton Beach	228,600	232
Tampa-St. Petersburg-Clearwater	3,572,779	19	Santa Rosa-Petaluma	579,618	125	Fayetteville-Springdale	228,600	233
Miami-Hialeah	3,110,641	20	Augusta	579,073	126	Panama City	225,867	234
Kansas City	3,071,542	21	Trenton	575,894	127	Redding	225,775	235
Newark	3,044,390	22	Davenport-Rock Island-Moline	573,434	128	Yakima	220,278	236
Fort Lauderdale-Hollywood-Pompano Beach	3,007,976	23	Ann Arbor	560,201	129	Wilmington	219,974	237
Oakland	2,891,932	24	Shreveport	560,089	130	Muskegon	218,558	238
Seattle	2,858,163	25	Orange County, N.Y.	548,176	131	Burlington, N.C.	217,470	239
Pittsburgh	2,850,419	26	Eugene-Springfield	547,593	132	Anderson, Ind.	217,364	240
Indianapolis	2,624,641	27	Reading	546,975	133	Rapid City	217,195	241
Cleveland	2,599,053	28	Daytona Beach	543,638	134	Florida, S.	216,613	242
Bergen-Passaic	2,562,161	29	Fort Pierce	543,400	135	Wilmington, N.C.	216,485	243
Fort Worth-Arlington	2,500,465	30	Aurora-Elgin	542,595	136	Jamesstown-Dunkirk	216,416	244
San Jose	2,439,938	31	Appleton-Oshkosh-Neenah	538,177	137	Eau Claire	215,021	245
Orlando	2,437,552	32	Pensacola	530,112	138	Pittsfield	212,672	246
Milwaukee	2,387,531	33	Masson-Warner-Rabins	529,131	139	Amstition	212,505	247
Columbus, Ohio	2,385,488	34	Vallejo-Fairfield-Napa	528,851	140	Mansfield	209,822	248
San Francisco-Oakland	2,297,693	35	Springfield, Mo.	521,009	141	Champaign-Urbana-Rantoul	209,539	249
Hartford-New Britain-Middletown-Bristol	2,285,258	36	Portland, Me.	511,208	142	Odesa	208,297	250
Portland, Ore.	2,277,148	37	New London-Norwich	510,498	143	Total Top 250	308,013,739	
San Jose	2,198,768	38	Corpus Christi	510,250	144	Lexington-Auburn	207,766	251
San Francisco	2,174,985	39	Huntsville	498,580	145	San Jose	206,999	252
Norfolk-Virginia Beach-Newport News	2,157,371	40	Joliet	497,496	146	Houma-Thibodaux	203,465	253
Charlotte-Gastonia-Rock Hill	2,150,163	41	Hamilton-Middletown	479,922	147	Hagerstown	200,880	254
Cincinnati	2,147,289	42	South Bend-Mishawaka	472,551	148	Lake Charles	200,576	255
San Antonio	2,046,386	43	Lubbock	471,313	149	Florida, Ala.	200,482	256
Oklahoma City	2,041,928	44	Modesto	471,246	150	Chattanooga	199,777	257
Birmingham	2,025,574	45	Total Top 150	275,082,693		Olympia	198,113	258
West Palm Beach-Boca Raton-DeLroy	1,884,871	46	Charleston, W.Va.	463,769	151	Anderson, S.C.	197,072	259
Beach	1,844,929	48	Lorain-Elyria	459,509	152	Terre Haute	196,796	260
Memphis	1,818,398	49	Roskilde	458,091	153	Bloomington-Normal	196,794	261
Rochester, N.Y.	1,786,652	50	Poughkeepsie	456,455	154	Alexandria, La.	196,791	262
Total Top 50	186,022,598		Reno	456,002	155	Columbia, Mo.	194,379	263
Jacksonville, Fla.	1,741,895	51	Jersey City	446,500	156	Abilene	193,332	264
New Orleans	1,675,988	52	Utica-Rome	427,770	157	Jacksonville, N.C.	192,649	265
Dayton-Springfield	1,647,873	53	Amariis	426,604	158	Chico	192,068	266
Middlesex-Somerset-Huntingdon	1,643,525	54	Boulder-Longmont	423,757	159	La Crosse	191,120	267
Albany-Schenectady-Troy	1,635,782	55	Elkhart-Goshen	414,694	160	Wheeling	187,410	268
Louisville	1,611,484	56	Binghamton	413,862	161	Decatur, Ill.	182,608	269
Self Lake City-Ogden	1,571,889	57	Columbus, Ga.	413,291	162	Wausau	182,004	270
Richmond-Petersburg	1,566,078	58	Santa Barbara-Santa Maria-Lompoc	409,302	163	Provo-Orem	181,638	271
Greensboro-Winston-Salem-High Point	1,537,255	59	San Jose	405,036	164	Texarkana	179,768	272
Bridgeport-Stamford-Norwalk-Danbury	1,536,915	60	Fayetteville, N.C.	396,441	165	Bismarck	179,687	273
New Haven-Waterbury-Meriden	1,457,010	61	Anchorage	388,635	166	Bremerton	177,813	274
Raleigh-Durham	1,445,608	62	Saltinas-Seaside-Monterey	387,417	167	Jackson, Mich.	176,715	275
Worcester-Fitchburg-Leominster	1,412,043	63	Green Bay	382,282	168	Beaver County, Pa.	173,142	276
Buffalo	1,381,739	64	Erie	377,807	169	Shenandoah-Denison	172,444	277
Grand Rapids	1,354,296	65	Huntington-Ashland	377,442	170	Lynchburg	170,278	278
Onondaga-Ventura	1,351,243	66	Rockford	374,294	171	Kankakee	168,477	279
Harrisburg-Lebanon-Corliffe	1,338,877	67	Savannah	371,817	172	Sharon	162,129	280
Pennsacola-Pawccket-Woonsocket	1,278,379	68	Malem, Ore.	369,000	173	Grand Forks	161,961	281
Lake County, Ill.	1,273,078	69	Sicklary-Morganton	351,540	174	Pueblo	160,521	282
Tulsa	1,260,043	70	Kalamazoo	345,124	175	Albany, Ga.	158,709	283
Allentown-Bethlehem-Easton	1,201,807	71	Gainesville	346,616	176	Yuma	158,709	284
Asheville	1,194,366	72	Bangor	345,124	177	Merced	157,997	285
Honolulu	1,151,881	73	Racine	341,750	178	State College	137,732	286
Knoxville	1,118,212	74	Lincoln	339,379	179	Atlanta	135,599	287
Syracuse	1,099,094	75	Bradenton	330,356	180	Sarasota	135,599	288
Omaha	1,098,680	76	Longview-Marshall	328,055	181	Gadsden	135,936	289
Scranton-Wilkes-Barre	1,060,772	77	Duluth	320,121	182	Midland, Tex.	130,312	290
Los Vegas	1,047,660	78	Boise	319,527	183	Cheyenne	129,862	291
Little Rock-North Little Rock	1,006,480	79	Cedar Rapids	313,973	184	Muncie	129,438	292
Teledo	998,714	80	Clarksville-Hopkinsville	313,264	185	San Angelo	124,930	293
Wilmington, Del.	994,010	81	McAllen-Edinburg-Mission	312,877	186	Lawton	144,323	294
Albuquerque	976,921	82	Tallahassee	312,243	187	St. Joseph	144,313	295
Albany	945,461	83	Vineland-Millville-Bridgeton	307,140	188	Bellingham	144,162	296
Greenville-Spartanburg	942,861	84	Topeka	300,582	189	Dubuque	142,328	297
Springfield, Mass.	913,627	85	Tyler	296,276	190	Steubenville-Weirton	140,242	298
New Bedford-Fall River-Attleboro	896,825	86	Umo	294,665	191	Bloomington, Ind.	138,698	300
Tacoma	871,309	87	Visalia-Tulare-Porterville	294,050	192	Springdale-Gretna Station	135,353	302
Fresno	845,010	88	Medford	293,012	193	Pine Bluff	135,354	303
Parkinson-Dover-Rochester	827,558	89	Lafayette, La.	289,640	194	Danville, Va.	134,417	304
Baton Rouge	807,749	90	Niagara Falls	285,357	195	Santa Fe	130,734	305
Tucson	807,632	91	Alameda	282,073	196	Owensboro	128,114	306
Manchester-Nashua	803,418	92	Six Falls	281,777	197	Great Falls	127,730	307
Lancaster	799,604	93	Killeen-Temple	281,409	198	Elmira	127,426	308
Flint	795,328	94	Fargo-Moorhead	280,951	199	Iowa City	116,284	309
Jackson, Miss.	788,680	95	Total Top 200	293,060,228		Casper	116,099	310
Youngstown-Warren	777,682	96	Dothan	280,722	201	Jackson, Tenn.	115,842	311
Gary-Hammond	771,355	97	Galveston-Texas City	275,688	202	San Marcos	111,220	312
Charleston, S.C.	762,996	98	Fort Collins-Loveland	274,694	203	Victoria	110,678	313
Des Moines	753,214	99	Blair-Gallup	274,056	204	Kenosha	110,015	314
Total Top 100	245,523,851		St. Cloud	273,461	205	Pascagoula	106,948	315
Mobile	746,139	101	Springfield, Ill.	270,333	206	Yuba City	106,026	316
El Paso	736,194	102	Waterloo-Cedar Falls	269,514	207	Amberland	100,264	317
Fort Myers-Cape Coral	720,466	103	Glens Falls	266,451	208	Enid	92,848	318
Wichita	717,279	104	Parkersburg-Marietta	262,148	209	Laredo	87,583	319
Antigua-East Lansing	699,378	106	Fort Smith	261,116	210	Lawrence, Kans.	86,117	320
			Benton Harbor	256,437	211	Total Above Areas	316,020,132	
			Kokomo	252,513	214	Percent of U.S.	82.7475	
						U.S. Total	381,909,001	

Drugstore Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Chicago	2,511,240	1	Sarasota	105,720	107	Parkersburg-Marion	36,401	215
Los Angeles-Long Beach	2,344,791	2	Soft Lake City-Ogden	105,161	108	Boyle Creek	36,373	216
New York	1,926,731	3	Augusta	105,007	109	Beaver County, Pa.	36,229	217
Philadelphia	1,224,469	4	Lakeland-Winter Haven	103,967	110	Panama City	35,260	218
Detroit	1,196,155	5	Grand Rapids	102,151	111	Boise	35,024	219
Washington	1,135,939	6	Charleston, S.C.	100,554	112	Bellingham	35,012	220
Boston-Lawrence-Salem-Lowell-Brackton	1,034,879	7	Johnson City-Kingsport-Bristol	99,099	113	Bentley	34,827	221
Nassau-Suffolk	834,099	8	Lexington-Fayette	98,768	114	Lima	34,672	222
Oakland	801,216	9	Utica-Rome	98,652	115	Burlington, N.C.	34,569	223
Atlanta	727,297	10	Lancaster	98,538	116	Fort Walton Beach	34,560	224
Albany-Halesi	681,049	11	Visalia-Tulare-Porterville	98,503	117	Gainesville	34,129	225
San Francisco	670,020	12	Jackson, Miss.	98,209	118	Hagerstown	34,055	226
Anaheim-Santa Ana	664,417	13	Fort Myers-Cape Coral	94,371	119	Altoona	34,050	227
San Diego	638,624	14	Santa Cruz	92,121	120	Pittsfield	33,555	228
Tampa-St. Petersburg-Clearwater	603,446	15	Shreveport	91,747	121	Muskegon	33,537	229
Seattle	593,664	16	Des Moines	90,696	122	Charlottesville	33,482	230
Houston	588,686	17	Peoria	90,299	123	Strubenville-Weirton	32,860	231
Baltimore	576,725	18	Fort Pierce	85,161	124	Waterloo-Cedar Falls	32,822	232
San Jose	572,545	19	Atlantic City	84,754	125	Vineland-Millville-Bridgeton	32,691	233
Phoenix	562,430	20	Saginaw-Bay City-Midland	84,713	126	Kankakee	32,231	234
St. Louis	532,950	21	York	83,470	127	Annapolis	32,230	235
Riverside-San Bernardino	529,983	22	Reno	82,184	128	Danville, Va.	32,155	236
Sacramento	525,705	23	Chattanooga	81,626	129	Bangor	31,898	237
Cleveland	521,451	24	Charleston, W.Va.	81,233	130	Janesville-Beloit	31,735	238
Dallas	519,304	25	Binghamton	79,873	131	Provo-Orem	31,399	239
Pittsburgh	504,692	26	Portsmouth-Dover-Rochester	79,262	132	Lafayette-West Lafayette	31,244	240
Fort Lauderdale-Hollywood-Pompano	472,623	27	Huntington-Ashland	79,250	133	Springfield, Mo.	31,124	241
Honolulu	422,370	28	Manchester-Nashua	79,202	134	Jackson, Mich.	30,411	242
Minneapolis-St. Paul	415,719	29	Orange County, N.Y.	79,006	135	Burlington, Vt.	30,259	243
New Orleans	406,508	30	Little Rock-North Little Rock	78,953	136	Alexandria, La.	29,966	244
Newark	369,739	31	Spokane	78,700	137	Cumberland	29,909	245
Milwaukee	363,878	32	Spokane	77,671	138	Fort Smith	29,906	246
Cincinnati	332,117	33	Melbourne-Titusville-Palm Bay	77,177	139	Clarksburg-Hopkinsville	29,378	247
Indianapolis	340,343	34	Pensacola	75,925	140	Sherman-Denison	29,374	248
Bergen-Passaic	332,202	35	Madison	74,435	141	Lubbock	29,371	249
Jacksonville, Fla.	324,097	36	Rockford	70,702	142	Santa Fe	29,314	250
Charlotte-Gastonia-Rock Hill	320,858	37	Chico	70,425	143	Total Top 250	48,096,060	
West Palm Beach-Boca Raton-Delray Beach	313,567	38	El Paso	70,194	144	Muncie	29,226	251
Louisville	308,554	39	Beaumont-Port Arthur	70,132	145	Jamestown-Dunkirk	29,014	252
Kansas City	301,000	40	Springfield, Ill.	69,637	146	McAllen-Edinburg-Mission	28,880	253
Columbus, Ohio	300,687	41	Porter-Me.	69,055	147	Anderson, Ind.	28,766	254
Norfolk-Virginia Beach-Newport News	298,993	42	Macon-Varner Robins	68,618	148	Elmira	28,669	255
Buffalo	296,835	43	Poughkeepsie	67,794	149	Fargo-Moorhead	28,085	256
Hartford-New Britain-Middletown-Bristol	286,576	44	Carroll	67,769	150	Brownsville-Harlingen	27,861	257
Memphis	285,861	45	Total Top 150	43,700,777		Amesbury	27,738	258
Fort Worth-Arlington	274,430	46	Sarasota	67,745	151	Tyler	27,617	259
Greensboro-Winston-Salem-High Point	273,656	47	Reading	67,452	152	Williamsport	27,534	260
Providence-Pawtucket-Woonsocket	268,340	48	Lansing-East Lansing	67,026	153	Brozaria	27,344	261
Rochester, N.Y.	268,253	49	South Bend-Mishawaka	66,270	154	Waco	27,172	262
Nashville	253,546	50	Salem, Ore.	66,071	155	Waco	27,148	263
Total Top 50	30,878,289		Orange County, N.Y.	65,894	156	Fort Collins-Loveland	26,776	264
Birmingham	242,967	51	Hickory-Morganton	65,844	157	Owensboro	26,615	265
Fresno	239,830	52	Evansville	65,802	158	Sharon	26,231	266
Oakland	236,979	53	Reading	65,549	159	Yuma	26,170	267
Denver	235,414	54	Lorain-Elyria	65,030	160	Kokomo	26,142	268
Albany-Schenectady-Troy	229,832	55	Roskilde	64,893	161	Killeen-Temple	26,080	269
Richmond-Petersburg	229,489	56	St. Cloud	64,724	162	Pasadena	25,501	270
Monmouth-Ocean	221,861	57	Wichita	64,184	163	State College	24,805	271
Raleigh-Durham	215,720	58	Ann Arbor	63,666	164	Florence, S.C.	24,797	272
Scranton-Wilkes-Barre	209,419	59	Montgomery	62,058	165	Gadsden	24,323	273
San Antonio	209,712	60	Anchorage	61,215	166	Medford	23,798	274
Middlesex-Somerset-Hunterdon	200,780	61	Johnstown	60,924	167	Wichita Falls	23,595	275
Dayton-Springfield	199,525	62	Eugene-Springfield	58,212	168	Dorham	23,580	276
Omaha-Ventura	195,379	63	Niagara Falls	57,848	169	Decatur, Ala.	22,644	277
Syracuse	190,649	64	Vancouver	54,774	170	Dubuque	22,422	278
Bridgeport-Stamford-Norwalk-Danbury	188,290	65	Columbus, Ga.	54,172	171	Sixes City	22,320	279
Lake County, Ill.	187,667	66	Ocala	54,141	172	Manfield	21,948	280
Worcester-Fitchburg-Leominster	183,418	67	Marcel	54,063	173	Green Bay	21,514	281
Oklahoma City	181,615	68	Appleton-Oshkosh-Neenah	53,373	174	Iowa City	21,259	282
Gary-Hammond	179,222	69	Bradenton	52,234	175	Midland, Tex.	20,900	283
Portland, Ore.	176,551	70	Colorado Springs	51,473	176	Bloomington, Ind.	20,261	284
Modesto	176,301	71	Hamilton-Middletown	50,954	177	Florence, Ala.	20,211	285
Greenville-Spartanburg	172,526	72	Bremerton	48,421	178	Lawiston-Auburn	20,146	286
New Haven-Waterbury-Meriden	169,523	73	Kalamazoo	47,555	179	Texasarkana	19,870	287
Stockton	168,748	74	Duluth	46,803	180	Bismarck	19,858	288
Wilmington, Del.	168,581	75	Tallahassee	46,629	181	Albany, Ga.	19,319	289
Allentown-Bethlehem-Easton	168,209	76	Biloxi-Gulfport	46,611	182	Rochester, Minn.	18,796	290
Santa Rosa-Petaluma	165,061	77	New London-Norwich	46,599	183	Jacksonville, N.C.	18,696	291
Knoxville	157,213	78	Cedar Rapids	46,493	184	Pueblo	18,622	292
Las Vegas	155,889	79	Naples	46,032	185	Abilene	18,603	293
Bakersfield	155,357	80	Monroe	45,761	186	Evansville	18,217	294
Toledo	152,317	81	Fayetteville, N.C.	44,662	187	Rapid City	18,216	295
Mobile	147,900	82	Houma-Thibodaux	44,621	188	Odesa	18,213	296
Vallejo-Fairfield-Napa	146,947	83	Topeka	44,308	189	Sheboygan	18,159	297
Austin	145,970	84	Huntsville	44,273	190	Kenosha	17,590	298
Springfield, Mass.	140,953	85	Champaign-Urbana-Rantoul	44,037	191	Pine Bluff	16,830	299
Baton Rouge	135,562	86	Asheville	43,854	192	Joplin	16,613	300
Albuquerque	133,885	87	Richland-Kennett-Pasco	43,579	193	Las Cruces	16,512	301
Youngstown-Warren	133,613	88	Corpus Christi	42,999	194	La Crosse	16,470	302
Harrisburg-Lebanon-Carlisle	132,051	89	Sioux Falls	42,935	195	Billings	16,344	303
Omaha	128,666	90	Lafayette, La.	42,826	196	Columbia, Mo.	15,957	304
New Bedford-Fall River-Arlabara	125,578	91	Bloomington-Normal	42,725	197	Jackson, Tenn.	15,547	305
Santa Barbara-Santa Maria-Lompoc	125,877	92	Lincoln	41,833	199	Lawton	13,693	306
Aurora-Elgin	120,137	93	Total Top 200	46,373,067		Greely	13,578	307
Tacoma	115,098	94	Elkhart-Goshen	41,703	200	Great Falls	13,237	308
Daytona Beach	114,714	95	Galveston-Texas City	40,551	201	Enid	12,536	309
Alton	114,012	96	Lake Charles	40,539	202	Fayetteville-Springdale	12,073	310
Joliet	111,959	97	Wheeling	40,309	204	St. Joseph	12,023	311
Terre Haute	111,640	98	Anderson, S.C.	40,286	205	San Angelo	11,785	312
Davenport-Rock Island-Moline	111,556	99	Tuscaloosa	40,145	206	Victoria	11,707	313
Total Top 100	39,308,570		Boulder-Longmont	39,943	207	Laredo	9,718	314
Fort Wayne	108,733	101	Lynchburg	39,930	208	Grand Forks	9,114	315
Salinas-Seaside-Monterey	108,395	102	Longview-Marshall	38,892	209	Wausau	9,091	316
Columbia, S.C.	107,942	103	Olympia	38,748	210	Lawrence, Kans.	8,218	317
Tulsa	106,038	104	Athens	36,974	211	Cheyenne	6,649	318
			Wilmington, N.C.	36,919	212	Casper	5,281	320
			Yakima	36,633	213	Total Above Areas	49,499,956	
			Glens Falls	36,522	214	Percent of U.S.	81.3666	
						U.S. Total	60,835,684	

METRO MARKET RANKINGS

Apparel and Accessories Store Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
New York	4,684,414	1	Medison	152,561	107	Killeen-Temple	47,569	215
Los Angeles-Long Beach	4,215,658	2	Lexington Fayette	151,628	108	Williamport	47,012	216
Chicago	3,544,261	3	Terre Haute	148,053	109	Lake Charles	46,627	217
Philadelphia	2,202,649	4	Flint	145,009	110	Arlene	46,340	218
Boston-Lawrence-Salem-Lowell-Brackton	2,028,955	5	Santa Barbara-Santa Maria-Lompoc	142,005	111	Odessa	46,280	219
Washington	1,886,610	6	Gary-Hammond	141,571	112	Midland, Tex.	46,147	220
Detroit	1,863,782	7	Saginaw-Bay City-Midland	139,416	113	Fort Smith	45,681	221
Nassau-Suffolk	1,746,141	8	Poughkeepsie	138,337	114	Glens Falls	45,643	222
Houston	1,404,828	9	Orange County, N.Y.	137,004	115	Johnstown	45,498	223
Dallas	1,356,128	10	McAllen-Edinburg-Mission	135,479	117	Provo-Orem	45,444	224
Anaheim-Santa Ana	1,317,809	11	Spokane	133,170	118	Rochester, Minn.	44,422	226
San Francisco	1,111,733	12	Beaumont-Port Arthur	132,198	119	Bloomington-Normal	44,222	226
Atlanta	1,090,625	13	Lansing-East Lansing	129,444	120	State College	42,741	227
San Diego	1,084,517	14	Jackson, Miss.	129,444	120	Lima	42,537	228
Seattle	1,048,224	15	Colorado Springs	128,363	121	Elkhart-Goshen	42,407	229
Minneapolis-St. Paul	960,034	16	Portland, Me.	127,902	122	Panama City	42,232	230
Bergen-Passaic	944,936	17	Shreveport	127,756	123	Lorain-Elyria	42,087	232
Baltimore	942,902	18	Fort Myers-Cape Coral	126,789	125	Texasarkana	41,900	233
Miami-Hialeah	929,456	19	Mobile	125,996	126	Vineland-Millville-Bridgeton	41,564	234
Newark	889,124	20	Santa Rosa-Petaluma	125,284	127	Elmira	41,286	235
St. Louis	858,358	21	Salinas-Seaside-Monterey	124,395	128	Eau Claire	40,938	237
San Jose	790,247	22	Ann Arbor	121,594	129	Bloomington, Ind.	40,056	238
Oakland	788,480	23	Huntsville	120,750	130	Kenosha	39,839	239
Cleveland	720,130	24	Bakersfield	114,659	132	Benton Harbor	39,774	240
Pittsburgh	689,859	25	Fort Wayne	114,122	133	Annapolis	39,734	241
Phoenix	679,378	26	New London-Norwich	112,482	134	Altoona	39,540	242
Riverside-San Bernardino	617,873	27	Stockton	109,326	135	Anderson, S.C.	39,489	243
Middlesex-Somerset-Huntingdon	596,962	28	Davenport-Rock Island-Moline	108,538	136	Wheeling	39,372	245
Denver	590,229	29	Lubbock	108,144	137	Decatur, Ill.	39,178	246
San Antonio	582,057	30	Montgomery	107,643	138	Lynchburg	39,073	247
Bridgeport-Stamford-Norwalk-Danbury	577,179	31	Amarillo	106,609	140	Maumee-Thibodaux	38,903	248
Tampa-St. Petersburg-Clearwater	569,954	32	Sarasota	106,197	141	Bremerton	38,712	249
Hartford-New Britain-Middletown-Bristol	561,994	33	Canton	105,995	142	Columbia, Mo.	38,689	250
Portland, Ore.	543,965	34	Augusta	105,657	143	Total Top 250	76,864,789	
Honolulu	536,712	35	Utica-Rome	101,069	144	Joplin	38,629	251
Norfolk-Virginia Beach-Newport News	501,633	36	Evansville	99,178	145	Bilings	38,203	252
Kansas City	499,569	37	Reno	98,393	146	Branson	38,105	253
Fort Worth-Arlington	497,148	38	Roanoke	97,413	147	Fayetteville-Springdale	38,028	254
New Orleans	493,170	39	Lafayette, La.	97,305	148	Lafayette-West Lafayette	37,849	255
Columbus, Ohio	485,948	40	Daytona Beach	97,113	149	Florence, S.C.	37,778	256
West Palm Beach-Boca Raton-Delray Beach	484,997	41	Corpus Christi	95,410	150	Hartford	37,469	257
Milwaukee	471,596	42	Johnson City-Kingsport-Bristol	70,943,742		Bartlett	37,373	258
Fort Lauderdale-Hollywood-Pompano Beach	470,605	43	Appleton-Oshkosh-Neenah	94,136	151	Decatur, Ala.	37,362	259
Memphis	465,751	44	Total Top 150	92,376	152	Clarksville-Hopkinsville	37,141	260
Sacramento	464,945	45	Modesto	91,948	153	Wichita Falls	36,230	261
Cincinnati	447,152	46	Lincoln	89,977	154	Bryan-College Station	36,222	262
Charlotte-Gastonia-Rock Hill	435,671	47	Lakeland-Winter Haven	89,587	155	San Angelo	36,206	263
Birmingham	420,086	48	Vallejo-Fairfield-Napa	87,457	156	Siox City	35,982	264
Orlando	417,819	49	Brownsville-Harlingen	87,347	157	Goodwin	35,879	265
Oklahoma City	408,550	50	Eugene-Sp. ingfield	84,672	158	Rapid City	35,639	266
Total Top 50	51,944,803		Savannah	84,185	159	Grand Forks	35,595	267
Indianapolis	397,175	51	Binghamton	83,045	160	Sanford	35,294	268
Nashville	392,023	52	Reno	82,949	161	La Crosse	35,143	269
Memphis	388,426	53	Pensacola	81,503	162	Florence, Ala.	34,448	270
Greensboro-Winston-Salem-High Point	367,034	54	Kalamazoo	80,974	163	Reading	34,298	271
Salt Lake City-Ogden	357,756	55	Naples	80,712	164	Bellingham	34,211	272
Rochester, N.Y.	354,674	56	South Bend-Mishawaka	79,551	165	Jackson, Tenn.	33,887	273
Albany-Schenectady-Troy	350,978	57	Boulder-Longmont	78,748	166	Olympia	33,598	274
Buffalo	341,193	58	Niagara Falls	78,658	167	Fort Walton Beach	33,575	275
New Haven-Waterbury-Meriden	341,965	59	Galveston-Texas City	77,305	168	Albany, Ga.	32,845	276
Austin	338,987	60	Burlington, Vt.	76,890	169	Parkersburg-Marietta	32,696	277
Providence-Pawtucket-Woonsocket	338,612	61	Huntington-Ashland	76,583	170	Janiceville-Beloit	32,523	278
Richmond-Petersburg	337,058	62	Laredo	75,685	171	Chicago	32,504	279
Jersey City	326,259	63	Charleston, W. Va.	74,623	172	Biloxi-Gulfport	32,451	280
Raleigh-Durham	316,465	64	Columbus, Ga.	74,116	174	Waterloo-Cedar Falls	32,406	281
Syracuse	294,570	65	Hickory-Morganton	73,911	175	Beaver County, Pa.	30,670	282
Grand Rapids	292,874	66	Springfield, Mo.	71,390	176	Lawton	29,786	283
Tulsa	282,676	67	Macomb-Warner Robins	70,954	177	Janestown-Dunkirk	29,640	284
Louisville	278,623	68	Monroe	69,578	178	Waco	29,634	285
Las Vegas	271,426	69	Fort Pierce	68,329	180	Muncie	29,538	286
Jacksonville, Fla.	267,922	70	Salem, Ore.	68,218	181	Hamilton-Middletown	29,336	287
Scranton-Wilkes Barre	265,766	71	Asheville	68,126	182	Victoria	29,043	288
Dayton-Springfield	261,496	72	Tallahassee	68,037	183	Hagerstown	28,520	289
Greenville-Spartanburg	255,477	73	Champaign-Urbana-Rantoul	67,523	184	Sherman-Denison	28,415	290
Knoxville	251,710	74	Santa Cruz	66,167	185	Iowa City	27,272	291
Worcester-Fitchburg-Leominster	247,163	75	Waco	66,128	186	Jacksonville, N.C.	26,374	292
Springfield, Mass.	244,898	76	Burlington, N.C.	65,027	187	Pueblo	26,347	293
New Bedford-Fall River-Attleboro	242,353	77	Fayetteville, N.C.	64,411	188	Dubuque	26,323	294
Lake County, Ill.	233,312	78	Tyler	64,260	189	Anderson, Ind.	26,261	295
Reading	230,727	79	Basin	63,129	190	Richland-Kennett-Pasco	26,018	296
Allentown-Bethlehem-Easton	220,527	80	Duluth	62,754	191	Merced	25,821	297
Little Rock-North Little Rock	215,689	81	Alexandria, La.	62,433	192	Muskegon	25,758	298
Omaha	209,727	82	Longview-Marshall	61,345	195	Yuma	25,552	299
Oxnard-Ventura	205,527	83	Green Bay	60,176	196	Cheyenne	24,388	300
El Paso	198,231	84	Ranger	59,645	197	Bismarck	24,188	301
Manchester-Nashua	195,901	85	Cedar Rapids	59,251	198	Owensboro	23,977	302
Trenton	191,300	86	Pittsfield	58,135	199	Steubenville-Weirton	23,911	303
Tucson	186,385	87	Wilmington, N.C.	57,423	200	Pascagoula	23,534	304
Albuquerque	185,170	88	Total Top 200	74,612,373		Cumberland	22,361	305
Charleston, S.C.	184,398	89	Sioux Falls	56,292	201	Pine Bluff	22,168	306
Akron	179,786	90	Sioux Falls	55,255	202	Leviston-Auburn	22,163	307
Atlantic City	174,813	91	Roswell	54,406	203	Jackson, Mich.	21,955	308
Harrisburg-Lebanon-Carlisle	173,643	92	Springfield, Ill.	53,883	204	Danville, Va.	21,730	309
Baton Rouge	170,520	93	Bradenton	52,908	205	End	21,663	310
Wilmington, Del.	168,879	94	Fargo-Moorhead	52,846	206	Great Falls	21,221	311
Des Moines	167,597	95	St. Cloud	52,046	207	Yuba City	21,160	312
Toledo	164,064	96	Greenville	51,852	208	Lawrence, Kans.	20,776	313
Tacoma	163,991	97	Yonkers	51,349	209	Greeley	20,431	314
Fresno	163,991	98	Yonkers	51,183	210	Kankakee	19,788	315
Aurora-Evanston	161,662	99	Tuscaloosa	50,808	211	Casper	19,555	316
Lancaster	158,108	100	Santa Fe	48,968	212	Shelbyville	18,775	317
Total Top 100	64,676,540		Port Collins-Loveland	48,772	213	Shelbyville	18,775	318
Youngstown-Warren	158,066	101	Yakima	47,747	214	St. Joseph	18,222	319
Portsmouth-Dover-Rochester	156,627	102				Kokomo	12,146	320
Chattanooga	156,065	103				Total Above Areas	78,883,175	
Wichita	155,980	104				Percent of U.S.	87,3880	
Anchorage	154,949	105				U.S. Total	90,267,776	
Columbia, S.C.	154,352	106						

Building Material and Hardware Store Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	2,923,175	1	Des Moines	173,974	107	Benton Harbor	67,466	215
Chicago	1,930,236	2	Vallejo-Fairfield-Napa	173,972	108	Tuscaloosa	67,230	216
Detroit	1,484,627	3	Flint	173,318	109	Bradenton	66,305	217
Boston-Lawrence-Salem-Lowell-Brockton	1,418,134	4	Augusta	172,665	110	Yakima	66,140	218
Philadelphia	1,417,405	5	New Bedford-Fall River-Astleboro	171,003	111	Provo-Orem	66,015	219
New York	1,380,012	6	Orange County, N.Y.	169,085	112	Naples	65,022	220
Nassau-Suffolk	1,361,296	7	Gary-Hammond	168,177	113	Joplin	64,852	221
Atlanta	1,316,995	8	Sarasota	166,800	114	Siouxs City	64,785	222
Minneapolis-St. Paul	1,291,955	9	Portland, Me.	166,925	115	Lafayette, La.	64,105	223
Washington	1,270,080	10	Stockton	162,540	116	Larain-Elyria	63,928	224
Anaheim-Santa Ana	1,148,182	11	Appleton-Oshkosh-Neenah	161,258	117	Bloomington-Normal	63,810	225
San Diego	1,028,931	12	Rockford	156,542	118	Santa Fe	63,121	226
Riverside-San Bernardino	1,025,673	13	Colorado Springs	155,936	119	Siouxs Falls	62,653	227
St. Louis	943,597	14	Johnson City-Kingsport-Bristol	152,707	120	Galveston-Texas City	62,420	228
Dallas	921,501	15	York	151,096	121	Athens	61,781	229
Houston	914,899	16	Daytona Beach	149,004	122	Bellingham	61,703	230
Seattle	920,715	17	Fort Pierce	147,833	123	Clarksville-Hopkinsville	61,626	231
Phoenix	892,947	18	Springfield, Mo.	145,448	124	Decatur, Ill.	61,404	232
Oakland	762,505	19	Santa Barbara-Santa Maria-Lompoc	144,766	125	Rochester, Minn.	61,403	233
Baltimore	743,142	20	Melbourne-Titusville-Palm Bay	143,175	126	Medford	60,892	234
Tampa-St. Petersburg-Clearwater	703,266	21	Chattanooga	143,028	127	Panama City	60,878	235
Kansas City	658,220	22	New London-Norwich	142,943	128	Wausau	60,473	236
Sacramento	639,017	23	Saginaw-Bay City-Midland	142,588	129	Jackson, Mich.	60,124	237
San Francisco	618,336	24	St. Cloud	141,634	130	Charlottesville	59,952	238
San Jose	599,091	25	Atlantic City	141,255	131	Wilmington, N.C.	59,920	239
Denver	571,806	26	Reno	140,440	132	Terre Haute	59,800	240
Cincinnati	553,758	27	Mobile	138,894	133	Brownsville-Harlingen	59,778	241
Indianapolis	534,082	28	Poughkeepsie	134,416	134	Dothan	59,520	242
Pittsburgh	529,117	29	Youngstown-Warren	132,423	135	Wichita Falls	59,051	243
Columbus, Ohio	526,623	30	Ann Arbor	130,817	136	Lima	58,497	244
Newark	522,429	31	Jackson, Miss.	129,300	137	Monroe	57,480	245
Cleveland	521,786	32	Evansville	128,992	138	Lafayette-West Lafayette	57,151	246
Hartford-New Britain-Middletown-Bristol	507,500	33	Shreveport	128,297	139	Alexandria, La.	57,140	247
Charlotte-Gastonia-Ro. Hill	504,096	34	Peoria	128,225	140	Mansfield	55,860	248
Milwaukee	499,943	35	Santa Cruz	128,034	141	Total Top 250	68,056,452	
Fort Worth-Arlington	487,452	36	Spokane	122,106	142	Sherman-Denison	55,521	251
Norfolk-Virginia Beach-Newport News	462,303	37	Green Bay	121,060	143	Lynchburg	55,333	252
Chicagoland	436,961	38	Conant	119,926	144	Brazoria	54,957	253
Mesa-Moogah-Oaco	431,305	39	Seaboard-Port Arthur	119,069	145	Tesarkana	54,229	254
Bridgeport-Stamford-Norwalk-Danbury	426,495	40	Tallahassee	117,936	146	Yuba City	54,028	255
Miami-Hialeah	425,884	41	Rosko	115,279	147	Glens Falls	53,590	256
Portland, Ore.	425,713	42	South Bend-Mishawaka	113,850	148	Burlington, N.C.	53,076	257
Bergen-Passaic	425,556	43	Pensacola	112,642	149	Porterburg-Warrenton	52,952	258
Greensboro-Winston-Salem-High Point	418,176	44	Boulder-Longmont	112,441	150	Waterloo-Cedar Falls	52,187	259
Middlesex-Somerset-Huntingdon	411,547	45	Total Top 150	60,227,464		Abilene	51,954	260
Fort Lauderdale-Hollywood-Pompano Beach	394,992	46	Lexington-Fayette	111,742	151	Rapid City	50,784	261
Raleigh-Durham	391,951	47	Davenport-Rock Island-Moline	111,511	152	St. Louis	50,435	262
New Haven-Waterbury-Meriden	379,350	48	Fort Smith	108,685	153	Muskogee	49,976	263
Grand Rapids	377,310	49	Springfield, Ill.	108,470	154	Anderson, Ind.	49,550	264
Nashville	369,624	50	Fayetteville, N.C.	107,160	155	Jacksonville, N.C.	48,335	265
Total Top 50	39,449,704		Selma-Seaside-Monterey	103,472	156	Sheboygan	47,484	266
Salt Lake City-Ogden	362,355	51	Ocala	106,888	157	Jackson, Tenn.	47,111	267
New Orleans	359,042	52	Elkhart-Goshen	105,950	158	Florence, Ala.	46,770	268
Albany-Schenectady-Troy	353,486	53	Lincoln	105,707	159	Altamonte	46,675	269
Rochester, N.Y.	349,120	54	Anchorage	105,281	160	Hagerstown	46,097	270
Providence-Pawtucket-Woonsocket	340,127	55	Salem, Ore.	103,956	161	Kalamazoo	45,745	271
San Antonio	334,454	56	Macon-Warner Robins	103,472	162	Lawrence	44,953	272
Louisville	328,731	57	Hickory-Morganton	103,254	163	Albany, Ga.	44,837	273
Oklahoma City	326,138	58	Charleston, W.Va.	102,928	164	Battle Creek	43,640	274
Jacksonville, Fla.	323,808	59	McAllen-Edinburg-Mission	101,795	165	Muncie	42,827	275
Dayton-Springfield	319,860	60	Duluth	101,186	166	Fueblo	42,647	276
Richmond-Petersburg	314,787	61	Reading	101,034	167	Lexington-Auburn	41,810	277
Scranton-Wilkes-Barre	313,486	62	Montgomery	100,216	168	Wheeling	41,009	278
Las Vegas	306,864	63	Binghamton	100,065	169	Niagara Falls	40,227	279
Austin	299,028	64	Fort Collins-Loveland	97,659	170	Bloomington, Ind.	40,131	280
West Palm Beach-Boca Raton-Deer	296,971	65	Eugene-Springfield	95,901	171	Grand Forks	40,053	281
Beach	292,564	66	Huntington-Ashland	91,877	172	Byron-College Station	39,603	282
Allentown-Bethlehem-Easton	287,646	67	Topsham	91,092	173	Richland-Kennett-Pasco	39,206	283
Little Rock-North Little Rock	287,646	68	Corpus Christi	89,418	174	Vineyard-Millville-Bridgeton	38,644	284
Lake County, Ill.	281,719	69	Burlington, Vt.	89,244	175	Pine Bluff	38,514	285
Birmingham	278,037	70	Trenton	88,601	176	Iowa City	37,336	286
Tulsa	275,715	71	Liberty	87,880	177	Williamport	37,298	287
Santa Rosa-Petaluma	268,135	72	Cedar Rapids	87,803	178	San Angelo	36,819	288
Greenville-Spartanburg	267,426	73	Amelia	87,717	179	Dubuque	36,042	289
Oxnard-Ventura	265,915	74	Kalamazoo	87,552	180	Steuernville-Weirton	35,701	290
Worcester-Fitchburg-Leominster	262,268	75	Columbia, Mo.	86,076	181	Greeley	35,489	291
Tucson	256,549	76	Racine	85,154	182	Kankakee	35,431	292
Aurora-Evanston	255,154	77	Visalia-Tulare-Porterville	84,268	183	Lansing	34,955	293
Memphis	251,600	78	Redding	81,817	184	Odessa	34,703	294
Albany	251,374	79	Jersey City	80,514	185	Owensboro	34,067	295
Springfield, Mass.	250,837	80	Huntsville	79,922	186	Beaver County, Pa.	33,763	296
Buffalo	244,062	81	Fargo-Moorhead	79,416	187	Warren	33,379	297
Syracuse	243,760	82	Pittsfield	79,263	188	Anniston	33,347	298
Lancaster	242,715	83	Houma-Thibodaux	78,946	189	Danville, Va.	33,068	299
Portsmouth-Dover-Rochester	242,715	84	Savannah	78,845	190	La Crosse	32,809	300
Tacoma	233,711	85	Vancouver	78,586	191	Midland, Tex.	32,466	301
Albuquerque	233,633	86	Killeen-Temple	78,394	192	Bismarck	32,329	302
Knoxville	228,270	87	Champaign-Urbana-Rantoul	77,828	193	Cumberland	31,281	303
Fort Wayne	222,155	88	Bangor	77,197	194	Pascagoula	30,381	304
Harrisburg-Lebanon-Carlisle	221,552	89	Bremerton	76,293	195	Great Falls	29,235	305
Fresno	219,304	90	Astoria	76,290	196	Cheyenne	29,044	306
Columbia, S.C.	213,304	91	Longview-Marshall	75,567	197	Lawrence, Kans.	28,605	307
Fort Myers-Cape Coral	211,014	92	Hamilton-Middleton	74,924	198	Elmira	28,291	308
Baton Rouge	210,916	93	Total Top 200	74,924	199	Gadsden	27,567	309
Omaha	210,914	94	Anderson, S.C.	64,836,320	200	Sharon	26,568	310
Wilmington, Del.	202,852	95	Florence, S.C.	74,315	201	Victoria	26,381	311
Bakersfield	200,675	96	Lake Charles	73,374	202	St. Joseph	24,135	312
Wichita	197,142	97	Tyler	73,144	203	Casper	22,514	313
Ch. Houston, S.C.	188,911	98	Eau Claire	72,907	204	End	17,125	320
Madison	188,316	99	Gainesville	72,874	205	Total Above Areas	70,868,088	
Man-hester-Nashua	184,611	100	Fayetteville-Springdale	72,089	206	Percent of U.S.	77.77%	
Total Top 100	52,861,068		Columbus, Ga.	71,354	207	U.S. Total	91,116,405	
Portland	181,893	101	Waco	71,088	208			
El Paso	180,127	102	Fort Walton Beach	69,451	209			
Joliet	179,250	103	Chico	69,276	210			
Modesto	179,097	104	Jacksonville-Selma	68,919	211			
Lansing-East Lansing	178,826	105	Olympia	68,790	212			
Lakeland-Winter Haven	177,882	106	Erie		213			

METRO MARKET RANKINGS

Gasoline Service Station Sales

Area	(\$000)	Rank	Area	(\$000)	Rank	Area	(\$000)	Rank
Los Angeles-Long Beach	3,395,762	1	Jackson, Miss.	215,880	107	Fort Walton Beach	86,039	215
Chicago	2,700,100	2	Saginaw-Bay City-Midland	207,203	108	Wheeling	84,270	216
Detroit	2,152,197	3	Stockton	205,426	109	Killeen-Temple	80,230	217
Washington	1,975,074	4	Fort Wayne	201,282	110	Parkersburg-Marietta	79,832	218
Philadelphia	1,848,522	5	Vallejo-Fairfield-Napa	200,815	111	Asheville	79,377	219
Boston-Lawrence-Salem-Lowell-Brockton	1,686,528	6	Santa Rosa-Petaluma	196,711	112	Niagara Falls	78,499	220
Atlanta	1,613,757	7	Shreveport	193,116	113	Elkhart-Goshen	78,033	221
Minneapolis-St. Paul	1,570,941	8	Canton	190,278	114	Fort Smith	76,603	222
New York	1,501,860	9	Albuquerque	189,584	115	Florence, S.C.	76,518	223
St. Louis	1,383,412	10	Rockford	183,950	116	Sioux City	76,323	224
Dallas	1,361,810	11	Montgomery	182,974	117	Trenton	76,276	225
Houston	1,225,860	12	Lakeland-Winter Haven	181,551	118	Albany	75,602	226
Riverside-San Bernardino	1,218,646	13	Portsmouth-Dover-Rochester	180,868	119	Lynchburg	75,610	227
San Diego	1,190,132	14	Daytona Beach	180,828	120	Burlington, Vt.	74,809	228
Nassau-Suffolk	1,184,543	15	Augusta	180,394	121	Kenosha	73,394	229
Anaheim-Santa Ana	1,059,178	16	Peoria	179,641	122	Rochester, Minn.	72,607	230
Baltimore	1,002,861	17	Santa Barbara-Santa Maria-Lompoc	178,669	123	Jackson, Mich.	72,267	231
Seattle	921,539	18	Aurora-Elgin	177,855	124	Abilene	72,147	232
Cleveland	861,041	19	Colorado Springs	176,473	125	McAllen-Edinburg-Mission	72,133	233
Oakland	844,482	20	Beaumont-Port Arthur	175,885	126	Muncie	70,458	234
Tampa-St. Petersburg-Clearwater	823,865	21	Fort Myers-Cape Coral	167,845	127	Yukon	69,780	235
Phoenix	809,656	22	Jersey City	165,422	128	Anderson, S.C.	68,244	236
Kansas City	800,852	23	Appleton-Oshkosh-Neenah	165,104	129	Madison	65,822	237
Denver	795,407	24	Manchester-Nashua	164,971	130	Vancouver	65,324	238
Miami-Hialeah	793,811	25	Ann Arbor	160,514	131	Galveston-Texas City	65,231	239
Milwaukee	791,046	26	Pensacola	159,399	132	Glens Falls	65,006	240
Pittsburgh	781,685	27	Rossmore	158,568	133	Wichita Falls	64,381	241
Columbus, Ohio	775,723	28	Benton Harbor	153,754	134	St. Joseph	64,355	242
Indianapolis	766,278	29	York	151,653	135	Chico	63,229	243
Fort Worth-Arlington	747,587	30	Lancaster	150,545	136	Lafayette-West Lafayette	63,140	244
Cincinnati	747,434	31	Amory	149,337	137	Rapid City	62,854	245
Sacramento	738,178	32	Salinas-Seaside-Monterey	149,221	138	Bremerton	62,066	246
Newark	708,465	33	Johnson City-Kingsport-Bristol	149,139	139	Tyler	62,064	247
San Francisco	671,047	34	Spokane	148,010	140	Waterloo-Cedar Falls	61,752	248
Norfolk-Virginia Beach-Newport News	648,093	35	Yonkers	144,591	141	Brownsville-Harlingen	60,956	249
Nashville	615,964	36	Huntington-Ashland	143,612	142	Muskogee	60,658	250
Orlando	588,112	37	Madison	138,927	143	Total Top 250	84,842,472	
Bergen-Passaic	567,856	38	Duluth	138,850	144	Naples	60,484	251
Hartford-New Britain-Middletown-Bristol	566,933	39	Evansville	137,840	145	Wausau	60,282	252
San Jose	560,386	40	Orange County, N.Y.	137,434	146	Decatur, Ill.	60,129	253
Jacksonville, Fla.	554,663	41	Corpus Christi	134,389	147	Clarksville-Hopkinsville	60,040	254
San Antonio	546,211	42	Reading	134,209	148	Columbia, Mo.	59,163	255
Charlotte-Gastonia-Rock Hill	540,279	43	Atlantic City	131,804	149	Bismarck	59,104	256
Portland, Ore.	537,790	44	Lorain-Elyria	130,961	150	Cheyenne	58,911	257
New Orleans	529,236	45	Total Top 150	75,693,941		Sheboygan	58,275	258
Dayton-Springfield	527,398	46	Maraca	127,940	151	Wilmington, N.C.	57,915	259
Oakville	519,382	47	New London-Norwich	124,538	152	Grand Forks	57,563	260
Richmond-Petersburg	512,954	48	Macon-Warner Robins	121,326	153	Billings	57,109	261
Memphis	506,216	49	Portland, Me.	121,306	154	Steuersville-Weirton	56,388	262
Fort Lauderdale-Hollywood-Pompano Beach	493,835	50	Savannah	120,544	155	La Crosse	56,388	263
Total Top 50	50,274,887		Erie	118,254	156	Alexandria, La.	56,037	264
Manitou-Ocean	474,605	51	Hamilton-Middletown	118,076	157	Anderson, Ind.	55,633	265
Greensboro-Winston-Salem-High Point	473,685	52	Johnstown	117,971	158	Ansonia	55,392	266
New Haven-Waterbury-Meriden	469,400	53	Columbus, Ga.	117,535	159	Chickland-Kennecott-Pasco	54,668	267
Bridgeport-Stamford-Norwalk-Danbury	454,772	54	Columbus, Ore.	117,342	160	Charlottesville	53,990	268
Providence-Pawtucket-Woonsocket	449,122	55	Salmon	116,695	161	Kokomo	52,738	269
Middleton-Somers-Butler	446,582	56	Springfield, Mo.	116,685	162	State College	52,682	270
Birmingham	439,887	57	Reno	116,049	163	Beaver County, Pa.	52,443	271
Rochester, N.Y.	438,422	58	Green Bay	115,043	164	Abilene, Tex.	52,176	272
Harrisburg-Lebanon-Carlisle	430,116	59	Hickory-Morgantown	114,041	165	Durham	51,374	273
Oklahoma City	422,088	60	Charleston, W. Va.	113,606	166	Jackson, Tenn.	50,760	274
Gary-Hammond	420,644	61	Kalamazoo	113,336	167	Cumberland	50,608	275
West Palm Beach-Boca Raton-Deer Beach	418,554	62	Fargo-Moorhead	112,098	168	Altoona	50,086	276
Salt Lake City-Ogden	409,260	63	Cedar Rapids	111,863	169	Albama-Thibodaux	49,719	277
Knoxville	396,725	64	Joplin	111,686	170	Lawrenceburg	49,463	278
Buffalo	380,694	65	Eugene-Springfield	111,676	171	Danville, Va.	48,942	279
Tulsa	361,673	66	Fayetteville, N.C.	110,448	172	Jacksonville, N.C.	48,780	280
Honolulu	360,873	67	Ocala	110,322	173	Hagerstown	47,894	281
Grand Rapids	358,613	68	Lubbock	109,837	174	Yuma	47,194	282
Scranton-Wilkes Barre	357,251	69	Bozeman-Longmont	108,404	175	Wilmington-Dunkirk	47,010	283
Albany-Schenectady-Troy	354,984	70	Brighton	107,948	176	Sharon	46,834	284
Worcester-Fitchburg-Leominster	353,105	71	Springfield, Ill.	106,844	177	Brazoria	46,696	285
Alton	349,347	72	Bloomington-Normal	105,549	178	Pascagoula	45,405	286
Greenville-Spartanburg	342,650	73	St. Cloud	105,479	179	Grealey	44,558	287
Omaha	340,652	74	Huntsville	103,793	180	Sherman-Denison	44,125	288
Wilmington, Del.	335,119	75	Roscoe	103,021	181	Pueblo	43,499	289
Oxnard-Ventura	331,612	76	South Bend-Mishawaka	102,644	182	Florence, Ala.	42,848	290
Austin	319,266	77	Tallahassee	101,935	183	Las Cruces	42,409	291
Tulsa	312,021	78	Anchorage	100,811	184	Bloomington, Ind.	42,158	292
Raleigh-Durham	310,061	79	Bradenton	100,305	185	San Angelo	41,567	293
Bakersfield	301,948	80	Battle Creek	99,814	186	Fayetteville-Springdale	40,962	294
Youngstown-Warren	297,647	81	Fort Pierce	99,434	187	Kankakee	40,917	295
Flint	288,908	82	Topeka	99,321	188	Yuba City	40,736	296
Springfield, Mass.	287,825	83	Utica-Rome	99,203	189	Santa Fe	39,651	297
Lake County, Ill.	283,820	84	Reading	98,907	190	Weslaco-Miller-Bridgeton	39,636	298
Allentown-Bethlehem-Easton	279,346	85	Valdosta-Tallapoosa	97,705	191	Law City	38,835	299
Fresno	264,095	86	Santa Cruz	96,751	192	Elgin	38,157	300
Las Vegas	261,146	87	Waco	95,943	193	Odessa	37,804	301
Tucson	257,538	88	Boise	95,900	194	Gladden	37,489	302
El Paso	252,931	89	Paughkeepie	95,336	195	Decatur, Ala.	37,362	303
Des Moines	251,515	90	Bangor	94,442	196	Bayou College Station	37,314	304
Syracuse	249,673	91	Albany	93,605	197	Lorain	36,193	305
Joliet	246,275	92	Provo-Orem	93,550	198	Albany, Ga.	35,974	306
Charleston, S.C.	245,330	93	Total Top 200	81,109,730		Casper	35,520	307
Mobile	243,745	94	Sioux Falls	93,138	199	Munroe	34,906	308
New Bedford-Fall River-Attleboro	238,263	95	Lafayette, La.	93,134	200	Victoria	34,328	309
Lansing-East Lansing	235,190	96	Fort Collins-Loveland	93,126	201	Lawrence, Kans.	33,663	310
Little Rock-North Little Rock	234,821	97	Champaign-Urbana-Rantoul	92,741	202	Great Falls	32,544	311
Davenport-Rock Island-Moline	232,363	98	Merced	92,109	203	Wilmington	32,367	312
Baton Rouge	231,008	99	Janetville-Bright	91,907	204	Owensboro	31,187	313
Lexington-Fayette	229,568	100	Eau Claire	91,884	205	Pine Bluff	31,093	314
Total Top 100	67,000,011		Bellingham	91,884	206	Fort Worth	30,154	315
Madison	228,560	101	Bliss-Gulfport	91,654	207	Enid	29,160	316
Columbia, S.C.	226,350	102	Mansfield	90,614	208	Total Above Areas	88,202,230	
Melbourne-Titusville-Palm Bay	225,981	103	Langview-Marshall	90,269	209	Percent of U.S.	76.8766	
Tacoma	225,091	104	Gainesville	89,077	210	U.S. Total	114,733,077	
Chattanooga	223,850	105	Tuscaloosa	87,992	211			
Wichita	218,606	106	Burlington, N.C.	87,036	212			

SECTION C

**METRO,
COUNTY &
CITY DATA BY
STATE**

METRO & COUNTY TOTALS

Alabama

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mktg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
ANNISTON	125.3	.0501	30.9	14.4	16.7	19.8	23.3	45.5	719,367	104,055	63,575	103,344	20,786	212,503	27,738	
Calhoun	125.3	.0501	30.9	14.4	16.7	19.8	23.3	45.5	719,367	104,055	63,575	103,344	20,786	212,503	27,738	
• Anniston	30.4	.0122	34.7	9.0	15.3	18.0	31.5	12.3	448,382	58,641	29,157	55,027	13,554	189,310	16,025	
SUBURBAN TOTAL	94.9	.0379	29.8	16.1	17.2	20.4	20.7	33.2	270,985	45,414	34,418	48,317	7,232	23,193	12,713	
BIRMINGHAM	938.1	.3756	33.3	10.0	17.6	20.4	26.5	360.7	6,567,332	1,158,235	550,403	834,235	305,180	1,884,871	242,967	
Bloom	42.4	.0170	34.6	8.6	15.6	23.0	26.3	15.8	138,712	33,547	8,240	10,727	2,706	45,232	4,845	
Jefferson	663.1	.2734	33.5	10.3	17.7	19.9	27.5	268.3	5,427,518	893,907	473,361	746,104	272,407	1,562,501	197,513	
• Bessemer	31.9	.0128	34.0	9.9	14.9	16.5	32.1	12.0	335,130	73,042	16,948	43,720	12,850	120,007	9,735	
• Birmingham	281.4	.1126	33.1	11.4	17.7	17.1	29.5	114.3	2,511,445	343,131	236,156	294,791	147,460	856,953	63,371	
St. Clair	51.5	.0206	33.1	8.7	16.5	21.6	25.3	18.2	179,210	37,744	13,320	6,040	2,283	70,732	7,008	
Shelby	89.5	.0359	30.8	10.3	19.8	22.4	19.3	31.7	370,286	101,646	30,129	32,622	10,844	66,677	12,879	
Walker	71.6	.0287	33.9	9.1	15.7	21.0	27.4	26.7	451,606	91,411	25,353	38,742	16,940	137,729	20,722	
SUBURBAN TOTAL	624.8	.2502	33.3	9.4	17.7	22.1	24.9	234.4	3,720,757	742,082	297,299	495,724	144,870	907,911	163,861	
DECATUR	104.2	.0417	33.0	9.2	16.8	22.6	24.1	38.9	751,126	121,810	67,456	88,592	35,778	246,846	22,644	
Morgan	104.2	.0417	33.0	9.2	16.8	22.6	24.1	38.9	751,126	121,810	67,456	88,592	35,778	246,846	22,644	
• Decatur	48.0	.0192	33.2	9.4	17.1	22.5	24.4	18.8	599,784	86,598	54,275	85,009	25,243	209,416	12,857	
SUBURBAN TOTAL	56.2	.0225	32.9	9.0	16.6	22.7	23.8	20.1	151,342	35,212	13,181	3,583	10,535	37,430	9,787	
DOTHAN	134.4	.0538	31.1	11.0	18.0	20.7	22.2	49.3	985,616	164,575	95,277	139,236	48,810	275,688	23,580	
Dale	50.2	.0201	29.0	14.0	19.5	19.2	19.1	17.2	154,132	39,028	25,530	13,606	2,397	30,549	4,890	
Houston	84.2	.0337	32.5	9.2	17.0	21.6	24.2	32.1	831,484	125,547	69,739	125,630	46,413	245,139	18,690	
• Dothan	56.1	.0225	32.3	9.2	18.0	21.7	23.4	21.7	699,428	111,762	58,154	63,432	41,788	241,101	15,181	
SUBURBAN TOTAL	78.3	.0313	30.2	12.2	18.0	20.0	21.4	27.6	286,188	52,813	37,123	75,804	7,022	34,587	8,399	
FLORENCE	139.7	.0559	33.7	10.4	15.9	21.8	26.1	53.7	613,956	179,167	62,104	131,915	30,325	200,482	20,211	
Colbert	54.5	.0218	34.2	9.4	15.9	21.8	26.9	21.0	308,684	77,688	26,298	38,084	6,645	76,778	6,575	
Lauderdale	85.2	.0341	33.4	11.1	15.9	21.9	25.5	32.7	505,272	101,479	35,806	93,831	23,680	123,704	13,636	
• Florence	36.4	.0146	33.8	13.0	15.3	20.1	25.1	14.6	415,899	72,625	31,174	88,261	18,268	106,961	10,471	
SUBURBAN TOTAL	103.3	.0413	33.6	9.5	16.0	22.5	25.4	39.1	398,057	106,542	30,930	43,654	12,057	93,521	9,740	
GADSDEN	104.3	.0417	34.6	9.1	15.8	20.3	29.0	40.1	616,540	121,873	51,282	80,131	35,695	153,936	24,323	
Etowah	104.3	.0417	34.6	9.1	15.8	20.3	29.0	40.1	616,540	121,873	51,282	80,131	35,695	153,936	24,323	
• Gadsden	46.2	.0185	37.3	9.5	14.3	17.7	35.1	18.9	470,814	87,660	35,964	59,068	32,635	139,055	16,612	
SUBURBAN TOTAL	58.1	.0232	33.0	8.7	16.9	22.4	24.2	21.2	145,726	34,213	15,318	21,063	3,060	14,881	7,711	
HUNTSVILLE	247.1	.0989	32.0	11.5	17.2	24.6	20.3	94.6	1,906,609	341,855	188,333	265,959	111,287	498,580	44,273	
Madison	247.1	.0989	32.0	11.5	17.2	24.6	20.3	94.6	1,906,609	341,855	188,333	265,959	111,287	498,580	44,273	
• Huntsville	169.6	.0679	32.5	11.2	17.2	25.2	20.5	67.5	1,697,585	277,254	157,398	257,475	95,097	470,659	39,982	
SUBURBAN TOTAL	77.5	.0310	30.8	12.2	17.3	23.3	19.5	27.1	209,084	64,601	30,935	8,484	16,190	27,921	4,291	
MOBILE	490.9	.1965	31.5	10.8	16.8	20.0	24.0	181.0	3,046,938	622,249	285,010	345,968	127,952	746,139	147,980	
Baldwin	97.8	.0392	33.9	8.9	15.0	21.0	27.3	36.6	582,896	127,233	59,971	68,161	15,631	116,682	30,225	
Mobile	393.1	.1573	30.9	11.2	17.3	19.8	23.2	144.4	2,464,042	495,016	225,039	297,807	112,321	629,457	117,765	
• Mobile	210.2	.0841	32.0	11.7	17.1	19.1	25.8	81.6	1,955,715	320,716	184,493	265,666	97,830	566,498	83,399	
SUBURBAN TOTAL	280.7	.1124	31.0	10.0	16.5	20.7	22.8	99.4	1,091,223	301,533	100,517	100,302	30,122	179,641	64,501	
MONTGOMERY	308.3	.1234	31.9	10.7	16.8	21.1	23.7	112.8	2,088,185	338,219	183,376	280,795	99,104	581,157	62,058	
Autauga	37.8	.0151	31.9	9.8	14.8	24.4	20.9	13.0	206,949	44,588	17,731	26,607	5,504	61,936	6,573	
Elmore	51.5	.0206	33.0	9.7	16.8	21.1	25.6	17.6	164,416	34,531	10,374	8,828	4,459	37,914	11,047	
Montgomery	219.0	.0877	31.7	11.0	17.2	20.6	23.7	82.2	1,716,820	239,100	155,171	245,560	89,141	481,307	44,438	
• Montgomery	197.5	.0791	31.5	11.1	17.6	20.2	23.7	75.4	1,674,996	234,107	151,011	238,821	87,144	476,585	42,955	
SUBURBAN TOTAL	110.8	.0443	32.6	9.9	15.7	22.6	23.7	37.4	413,189	104,112	32,265	41,974	11,960	104,598	19,103	

Notes on Metro and County Data:

Sales & Marketing Management's Survey of Buying Power includes population, retail sales, and income data for all 320 Metropolitan Markets and 3,139 Counties in the U.S. In addition, data for individual cities are included if they meet one or more of the following criteria:

1. A city with a population of 40,000 or more as of the 1980 Census of Population.
2. A Central City of a designated Metropolitan Market.
3. An Independent City that is not a part of the surrounding County.

The following symbols are used in Section C:

- This indicates that a County is part of a Metro Market in another state.
- This designates the Central City of a Metro Market.

Boldface type is used for Metro Market and State data.

Medium face type indicates County and Suburban data.

Lightface type is used for City data.

Italics indicate Metro Counties and Cities located in another state.

The "Total Metro Counties" line that appears at the end of each state listing pertains only to Metropolitan Counties within that state.

A blank space under any of the "Retail Sales by Store Group" columns indicates no sales in that category.

For more complete definitions of any of the data columns and/or terms in this issue, see the "Definition of Terms" in Section A.

METRO & COUNTY TOTALS

ALA. (cont.)

POPULATION—12/31/89



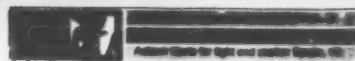
RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
TUSCALOOSA	148.0	.0592	30.4	15.7	17.1	19.2	23.0	55.0		990,631	163,651	89,525	124,856	52,054	241,220	40,145
Tuscaloosa	148.0	.0592	30.4	15.7	17.1	19.2	23.0	55.0		990,631	163,651	89,525	124,856	52,054	241,220	40,145
* Tuscaloosa	76.1	.0305	28.8	21.2	17.4	16.3	22.9	28.9		789,317	115,331	72,009	119,327	42,617	206,130	29,440
SUBURBAN TOTAL	71.9	.0287	32.1	9.9	16.8	22.2	23.0	26.1		201,314	48,320	17,516	5,529	9,437	35,090	10,705
OTHER COUNTIES																
Barbour	26.2	.0105	33.3	8.3	14.7	18.2	29.3	9.4		120,483	40,310	9,339	8,341	1,785	32,467	5,535
Bibb	16.9	.0067	32.9	9.2	14.7	20.0	26.9	6.1		53,398	15,000	3,406	6,171	1,007	11,092	1,718
Bullock	10.5	.0042	34.0	9.2	13.6	15.9	32.7	3.5		33,380	10,280	3,085	2,484	1,384	1,793	2,379
Butler	21.9	.0088	34.7	8.2	13.6	17.9	31.7	8.0		86,252	20,040	8,723	6,333	2,397	15,913	5,502
Chambers	39.4	.0158	34.6	8.5	14.7	18.7	30.7	14.7		132,522	32,147	10,064	5,946	10,929	33,665	5,429
Cherokee	20.5	.0082	35.0	9.1	15.2	22.2	27.9	7.5		57,982	10,540	3,891	5,268	1,083	16,366	4,556
Chilton	33.7	.0135	34.1	9.0	15.1	21.1	27.6	13.1		149,326	38,664	9,177	17,410	5,219	46,261	4,371
Chocoma	17.0	.0068	32.3	8.6	14.0	19.7	26.6	5.9		59,585	22,664	4,123	2,933	1,389	4,937	3,044
Clarke	27.3	.0109	32.0	8.9	14.5	19.4	26.3	9.5		129,468	39,835	6,907	8,050	4,909	29,136	8,087
Clay	13.4	.0054	35.1	8.6	13.8	20.4	29.8	4.7		43,443	10,609	1,832	1,373	721	14,578	1,787
Cleburne	13.2	.0053	34.6	8.9	15.1	21.8	27.5	5.1		45,788	6,447	1,767	3,079	527	21,503	1,742
Coffee	40.5	.0162	33.6	9.0	16.5	22.0	25.7	15.2		285,563	56,675	17,761	29,158	17,482	93,388	8,960
Concub	15.3	.0061	33.8	9.2	13.8	16.9	31.4	5.4		38,024	10,066	3,621	2,284	974	5,650	2,595
Coosa	11.4	.0046	34.9	8.9	13.8	19.4	30.5	4.5		12,066	3,467	528	361	1,088	1,364	1,036
Covington	36.5	.0146	37.7	8.4	13.5	20.4	33.5	14.8		203,332	54,703	13,291	7,049	12,866	38,192	12,638
Crenshaw	14.1	.0056	36.3	8.4	13.5	18.4	33.3	5.4		36,000	10,292	2,417	1,308	869	9,092	1,879
Cullman	68.3	.0274	35.0	8.8	15.2	21.7	28.2	25.7		404,412	88,147	33,297	43,321	12,476	95,722	12,073
Dallas	52.9	.0211	31.1	9.9	14.5	18.4	26.0	18.7		239,285	55,564	14,923	36,624	6,531	52,657	11,970
De Kalb	55.9	.0224	34.7	8.8	15.3	21.1	28.5	21.7		278,804	49,034	22,652	29,979	13,962	70,986	13,036
Escambia	37.1	.0149	32.9	9.4	16.7	20.7	25.8	12.6		176,700	32,605	12,933	14,187	4,767	41,459	11,239
Fayette	19.0	.0076	35.2	8.7	14.7	20.6	29.9	7.2		69,222	18,546	4,133	6,916	3,177	17,401	4,011
Franklin	29.1	.0117	35.6	8.8	15.1	21.8	29.1	11.2		164,523	29,241	10,286	16,025	7,527	60,625	4,815
Geneva	24.6	.0098	35.5	8.4	14.2	20.6	30.2	9.3		77,891	23,182	2,216	8,202	1,858	18,177	5,057
Greene	10.8	.0043	31.3	9.3	12.7	15.6	29.8	3.7		23,899	6,169	1,869	1,956	1,089	6,404	982

HUNTSVILLE



The Huntsville Times



The Greater Huntsville Market
(Madison, Limestone and

Alabama's
highest
average EBI
of \$37,171 -
38% greater than
the state average

Marshall Counties) ranks
third in Alabama with a
total population of
374,400, total EBI of
\$4,714,397,000

SOURCE: S&MM - August 1990

HUNTSVILLE TIMES AND NEWS

Represented by Newhouse Newspapers

ALA. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Male	15.4	.0062	32.2	9.8	12.9	16.0	30.3	5.3	45,003	15,293	1,383	1,398	2,476	13,588	2,671
Henry	15.4	.0062	34.1	8.3	15.3	18.9	29.8	5.6	47,248	18,204	2,662	1,528	1,566	8,366	1,177
Jackson	53.2	.0213	32.5	9.3	17.2	22.4	23.3	19.7	233,215	54,410	18,510	21,768	9,186	66,420	7,830
Lamar	16.7	.0067	35.4	8.5	14.2	21.0	29.5	6.3	44,839	11,925	2,120	1,898	2,080	11,061	2,843
Lawrence	31.9	.0127	32.1	8.9	15.4	21.3	24.3	11.0	78,866	21,189	5,223	13,133	2,063	9,477	4,436
Lee	83.5	.0334	27.5	21.8	16.7	18.8	18.7	33.0	581,274	122,937	48,930	89,293	22,068	173,086	9,305
Limestone	53.2	.0213	32.8	9.9	15.7	22.0	24.6	19.0	256,301	58,250	21,493	29,278	8,186	60,131	11,392
Lowndes	13.7	.0055	27.4	10.2	13.0	16.1	24.1	4.1	26,513	10,929	194	658	388	4,816	307
Macon	27.0	.0108	29.9	16.1	14.3	14.8	27.8	8.9	84,292	15,830	7,046	10,011	805	22,641	3,651
Moreno	24.7	.0099	32.6	8.8	13.8	18.4	28.2	8.6	93,002	27,781	6,002	12,412	3,299	16,898	3,890
Marion	32.0	.0128	35.0	8.7	15.2	21.5	28.5	12.1	112,519	31,702	6,835	16,030	5,573	21,822	4,656
Marshall	74.1	.0297	34.7	9.2	15.5	22.1	27.4	29.0	724,342	124,434	52,339	65,505	32,241	230,510	20,698
Monroe	23.7	.0095	31.8	8.7	14.4	18.6	26.8	8.2	141,799	30,407	8,218	3,853	2,009	31,715	7,151
Perry	14.7	.0059	31.4	11.0	12.1	16.3	29.4	4.9	33,339	10,441	2,826	1,909	1,045	6,054	2,849
Pickens	21.2	.0084	33.7	8.8	13.7	19.0	29.2	7.3	67,730	22,891	2,998	3,663	2,684	16,045	3,585
Pike	29.1	.0117	31.6	15.8	13.5	17.4	28.0	10.6	144,511	36,511	15,844	12,835	3,075	34,101	5,548
Randolph	20.6	.0082	35.2	8.8	13.9	19.1	31.1	7.6	77,098	20,360	5,006	9,464	2,353	13,097	3,010
□ Russell	50.7	.0203	32.6	10.0	15.8	20.4	25.8	19.0	144,256	48,739	17,883	14,302	3,212	18,750	10,319
Sumter	16.0	.0064	29.3	13.7	12.6	14.6	28.2	5.2	42,755	11,829	2,644	7,689	515	2,981	1,171
Talladega	77.5	.0310	31.8	10.1	15.1	19.7	25.4	27.4	377,293	96,915	25,728	37,282	10,282	104,890	16,890
Tallapoosa	40.7	.0163	34.8	8.3	14.9	19.7	30.0	15.3	198,610	44,015	14,181	23,167	10,932	48,412	8,564
Washington	17.1	.0068	30.9	9.2	15.4	20.2	23.5	5.8	53,286	9,969	3,978	2,932	844	16,005	2,111
Wilcox	14.1	.0057	30.2	8.9	12.7	15.0	28.9	4.5	33,901	14,249	1,743	3,006	643	3,733	1,331
Winston	23.7	.0095	34.3	8.5	15.6	22.7	26.3	9.0	73,012	25,733	5,432	10,477	2,941	5,370	3,275
TOTAL METRO COUNTIES	2,791.0	1.1171	32.4	10.9	17.1	20.8	24.7	1,050.4	18,630,616	3,364,448	1,454,124	2,429,333	870,183	5,060,172	646,158
TOTAL STATE	4,185.7	1.6754	32.6	10.6	16.4	20.5	25.5	1,561.9	25,122,712	4,884,879	2,117,800	3,073,280	1,113,453	8,720,319	928,940

RETAIL SALES BY STORE GROUP—1989



EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D	
ANNISTON	1,179,236	18,951	26.8	27.2	13.2	7.0	.0404
Calhoun	1,179,236	18,951	26.8	27.2	13.2	7.0	.0404
• Anniston	291,854	15,958	26.9	21.8	10.3	8.9	.0147
SUBURBAN TOTAL	887,382	19,954	26.6	29.2	14.3	6.3	.0257
BIRMINGHAM	10,314,251	21,419	23.5	26.0	14.9	11.8	.3465
Bloom	323,823	15,882	29.6	25.7	9.5	3.7	.0107
Jefferson	7,910,731	21,957	23.0	25.7	15.0	12.9	.2696
• Bessemer	269,604	15,878	22.6	23.1	11.9	6.8	.0125
• Birmingham	2,767,775	17,093	26.2	23.5	11.6	8.4	.1084
St. Clair	423,282	18,462	28.1	29.5	11.6	4.9	.0137
Shelby	1,020,454	26,304	20.1	26.7	20.1	14.3	.0292
Walker	635,961	18,192	26.2	26.5	12.8	6.5	.0233
SUBURBAN TOTAL	7,276,872	23,979	22.2	27.5	16.7	13.6	.2256
DECATUR	1,046,090	21,356	24.1	28.3	15.6	9.0	.0374
Morgan	1,046,090	21,356	24.1	28.3	15.6	9.0	.0374
• Decatur	540,970	23,417	21.6	27.0	17.8	11.3	.0225
SUBURBAN TOTAL	505,120	19,897	26.4	29.5	13.5	6.8	.0149
DOTHAN	1,303,428	19,300	27.3	27.6	12.5	8.1	.0477
Dale	470,553	19,121	28.9	28.0	12.1	7.4	.0138
Houston	834,875	19,405	26.5	27.3	12.7	8.5	.0339
• Dothan	604,519	20,530	26.1	27.5	13.5	10.0	.0259
SUBURBAN TOTAL	700,909	18,437	28.4	27.6	11.7	6.5	.0218
FLORENCE	1,416,241	20,386	24.9	26.9	14.8	9.0	.0460
Calbert	515,549	19,405	25.9	28.0	14.0	6.6	.0175
Lauderdale	900,692	21,114	24.2	26.2	15.3	10.6	.0293
• Florence	406,552	20,632	23.8	24.5	15.6	11.1	.0163
SUBURBAN TOTAL	1,009,689	20,297	25.2	28.0	14.5	8.2	.0305
GADSDEN	964,219	17,425	26.4	24.7	12.8	6.7	.0337
Etowah	964,219	17,425	26.4	24.7	12.8	6.7	.0337
• Gadsden	438,650	15,160	26.4	24.0	11.1	7.5	.0186
SUBURBAN TOTAL	525,569	19,304	26.1	28.1	14.3	6.0	.0151
HUNTSVILLE	3,516,366	27,940	19.8	25.3	16.5	22.8	.1064
Madison	3,516,366	27,940	19.8	25.3	16.5	22.8	.1064
• Huntsville	2,602,733	29,395	18.8	24.5	16.7	25.1	.0827
SUBURBAN TOTAL	913,633	24,972	22.2	27.4	16.1	17.0	.0237
MOBILE	5,309,385	22,160	23.0	26.0	15.6	12.7	.1723
Baldwin	1,040,799	21,694	24.7	26.9	15.3	11.5	.0339
Mobile	4,268,586	22,287	22.5	25.9	15.6	13.0	.1394
• Mobile	2,466,857	21,982	23.0	25.2	14.7	14.0	.0884
SUBURBAN TOTAL	2,842,535	22,305	23.0	26.7	16.4	11.6	.0849
MONTGOMERY	3,342,413	21,974	23.2	26.1	15.7	12.5	.1119
Autauga	387,823	24,679	19.3	28.5	19.1	12.1	.0125
Elmore	474,426	20,747	24.1	27.3	15.8	8.5	.0143
Montgomery	2,480,164	21,819	23.7	25.4	15.2	13.3	.0851
• Montgomery	2,262,452	21,873	23.8	25.7	15.3	13.1	.0794
SUBURBAN TOTAL	1,079,961	22,199	22.2	26.8	16.6	11.1	.0325
TUSCALOOSA	1,401,637	18,426	24.2	25.0	13.2	8.5	.0504
Tuscaloosa	1,401,637	18,426	24.2	25.0	13.2	8.5	.0504
• Tuscaloosa	713,425	16,066	24.3	22.1	10.9	8.9	.0307
SUBURBAN TOTAL	688,212	21,000	24.0	28.1	15.8	8.1	.0197

METRO & COUNTY TOTALS

ALA. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hhold. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
			A	B	C	D	
OTHER COUNTIES							
Barbour	208,999	15,251	23.9	21.6	9.9	7.2	.0074
Bibb	128,010	15,988	27.8	26.6	9.3	3.9	.0042
Bullock	70,148	13,128	29.1	16.8	8.7	5.8	.0024
Butler	179,147	15,778	28.1	24.2	8.7	6.5	.0061
Chambers	396,761	20,577	25.0	26.0	14.9	10.2	.0115
Cherokee	164,159	15,913	29.5	26.2	9.9	3.6	.0051
Chilton	317,561	18,271	26.2	27.2	11.3	7.4	.0102
Choctaw	142,482	15,742	22.1	20.3	12.3	9.2	.0046
Clarke	232,771	17,322	23.1	23.0	12.9	8.3	.0080
Clay	98,840	15,381	28.0	26.1	8.7	3.9	.0033
Cleburne	124,053	19,579	25.9	29.2	13.1	6.7	.0038
Coffee	357,578	18,638	25.2	29.6	11.0	6.3	.0136
Conecuh	107,160	12,935	24.1	22.1	6.9	3.1	.0036
Coosa	111,243	17,765	26.1	28.8	10.2	5.9	.0028
Covington	316,128	15,565	28.2	24.7	8.8	5.1	.0114
Crenshaw	90,243	11,260	28.5	17.3	5.9	3.1	.0030
Cullman	599,759	16,895	28.3	25.9	9.7	6.5	.0217
Dallas	369,626	13,464	27.7	20.0	8.7	4.7	.0140
De Kalb	473,027	15,996	26.8	25.4	10.4	4.4	.0165
Escambia	282,183	15,720	26.0	25.8	9.9	5.2	.0103
Fayette	183,810	19,102	23.7	27.1	12.6	8.3	.0055
Franklin	263,762	17,393	25.1	25.7	11.4	7.3	.0093
Geneva	222,537	15,884	24.9	25.4	9.9	5.7	.0067
Greene	71,269	11,735	26.4	14.6	8.9	5.7	.0024
Hale	101,557	11,935	24.6	18.4	7.0	5.9	.0035

METRO AREA County City	Total EBI (\$'000)	Median Hld. EBI	% of Hlds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Henry	131,073	17,424	27.5	26.5	11.2	6.6	.0041
Jackson	456,330	18,367	26.7	28.1	12.3	5.4	.0153
Lamar	152,267	18,844	25.7	27.5	13.7	6.1	.0044
Lawrence	277,855	19,349	22.7	25.0	15.1	8.6	.0081
Lee	841,155	17,292	23.6	22.2	12.6	9.7	.0296
Limestone	565,729	22,934	22.0	26.8	15.7	13.6	.0173
Lowndes	84,195	13,268	27.2	18.6	8.4	6.3	.0029
Macon	180,767	12,528	26.2	17.8	8.4	6.2	.0064
Madison	188,111	14,403	22.5	18.7	13.0	6.9	.0065
Marion	292,012	18,682	25.9	29.0	11.2	6.6	.0089
Marshall	632,302	16,289	28.2	25.1	9.9	5.8	.0282
Monroe	200,018	17,183	24.0	24.5	11.8	8.1	.0074
Perry	87,659	11,348	25.6	17.6	7.6	4.0	.0030
Pickens	144,611	14,065	28.7	21.7	9.6	3.3	.0051
Pike	229,728	14,608	26.1	22.3	9.9	5.7	.0084
Randolph	166,951	16,730	26.9	25.6	11.0	5.6	.0055
Russell	434,437	16,909	25.4	25.1	11.3	6.8	.0132
Sumter	112,637	13,400	24.0	19.1	9.8	6.9	.0036
Talladega	729,435	19,978	24.8	25.8	14.7	9.5	.0239
Tallapoosa	366,497	17,949	28.1	26.6	12.0	6.2	.0123
Washington	150,203	20,806	21.1	25.4	17.2	8.7	.0045
Wilcox	91,973	13,047	25.2	17.0	9.3	6.9	.0032
Winston	198,267	16,096	30.5	24.2	9.7	5.7	.0062
TOTAL METRO COUNTIES	30,229,703	21,447	23.6	26.2	14.9	11.9	1.8877
TOTAL STATE	42,122,293	19,788	24.3	25.6	13.7	10.3	1.6194

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Alaska

POPULATION—12/31/89



S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANCHORAGE	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
Anchorage	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
• Anchorage	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
OTHER COUNTIES															
Aleutians East	1.9	.0007	26.6	22.7	29.6	18.9	6.2	.4	5,618	2,425	1,521	1,498			
Aleutians West	6.8	.0027	26.5	22.0	29.6	18.8	6.2	1.5	25,670	11,381	6,372	5,382	217	825	9
Bethel	13.6	.0054	24.7	12.0	18.9	18.7	11.9	3.6	52,148	20,282	1,755	13,931	671	2,514	39
Bristol Bay	1.3	.0005	29.8	17.3	32.5	24.7	8.5	.2	9,066	4,554	1,591	6	23	490	2
Dillingham	4.4	.0018	26.8	8.4	21.4	19.7	13.6	1.5	13,362	1,212	1,037	5,513	151	341	15
Fairbanks North Star	72.3	.0289	27.9	13.9	25.8	22.1	9.7	25.7	577,830	145,294	67,305	51,008	23,224	111,463	23,275
Haines	1.8	.0008	31.4	7.6	21.8	25.7	16.3	.6	14,126	4,082	1,681	245	128	2,132	1,003
Juneau	25.8	.0103	30.4	9.7	24.5	25.0	13.7	9.5	216,250	50,197	24,022	37,399	9,886	20,303	9,001
Kenai Peninsula	43.7	.0175	29.2	9.7	22.9	23.5	13.1	15.3	283,315	90,695	34,748	4,312	6,992	36,740	17,688
Ketchikan Gateway	12.8	.0051	30.7	10.1	20.5	23.5	17.7	4.9	123,900	40,396	11,637	6,779	4,002	7,947	1,879
Kodiak Island	14.8	.0059	27.9	14.4	26.2	21.3	10.1	4.8	92,317	35,014	9,671	65	3,542	8,651	3,195
Lake and Peninsula	1.9	.0008	24.1	21.9	16.4	20.9	8.1	.6	5,726	520	444	2,362	65	146	7
Matanuska-Susitna	40.1	.0160	29.5	7.8	21.8	24.2	13.8	13.5	220,172	86,165	15,727	2,578	5,092	36,133	9,818
Nome	8.0	.0032	26.2	11.5	19.0	19.2	14.1	2.3	49,576	24,226	3,966	2,487	431	1,489	250
North Slope	5.7	.0023	27.1	12.8	22.0	21.3	11.2	1.3	37,960	18,549	4,409	12,887	59	168	333
Northwest Arctic	6.4	.0026	24.1	12.2	18.4	16.6	13.4	1.7	28,474	11,934	2,399	7,607	188	762	19
Prince of Wales—Outer Ketchikan	5.3	.0021	28.4	10.6	20.4	22.9	13.7	1.6	25,587	12,765	1,591	1,145	517	521	19
Sitka	8.7	.0035	29.1	11.3	21.5	23.6	13.6	2.7	64,378	20,243	8,983	997	1,477	2,863	1,388
Skagway—Yakutat—Angoon	4.8	.0017	28.9	9.2	23.2	21.1	14.8	1.3	23,195	10,190	4,752	1,056	123	277	13
Southeast Fairbanks	7.0	.0028	26.8	13.3	24.3	21.4	8.7	1.9	18,926	5,996	2,812	644	204	1,440	22
Valdez—Cordova	9.0	.0036	29.9	10.6	23.8	24.7	13.1	3.3	60,540	20,277	9,886	1,441	684	3,411	2,554
Wade Hampton	6.0	.0024	22.2	11.9	16.4	16.6	12.3	1.3	17,810	7,916	259	6,926	64	180	6
Wrangell—Petersburg	6.8	.0027	29.8	10.1	22.5	21.6	16.6	2.2	48,506	25,877	6,421	1,287	511	1,489	1,046
Yukon—Koyukuk	9.7	.0039	28.0	12.1	24.4	20.8	12.1	2.9	21,351	4,871	1,934	3,753	217	562	24
TOTAL METRO COUNTIES	220.2	.0882	28.7	12.2	24.7	24.4	10.1	82.9	2,306,866	406,539	355,970	419,554	76,937	387,417	61,215
TOTAL STATE	538.3	.2154	28.5	11.8	23.9	23.2	11.4	187.5	4,342,669	1,061,600	580,893	890,862	135,405	628,284	132,820

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
ANCHORAGE	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
Anchorage	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
• Anchorage	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
OTHER COUNTIES							
Aleutians East	28,178	25,111	23.7	27.3	14.4	20.3	.0007
Aleutians West	126,167	28,360	20.4	26.2	15.1	25.4	.0029
Bethel	116,182	19,849	23.7	19.1	12.2	17.3	.0037
Bristol Bay	18,039	43,500	9.0	18.0	22.0	44.0	.0006
Dillingham	51,492	22,952	19.3	20.2	13.5	20.6	.0013
Fairbanks North Star	1,213,369	35,548	17.5	19.2	16.4	34.2	.0343
Haines	18,739	24,500	23.5	25.0	14.0	18.5	.0007
Juneau	472,163	42,286	12.1	21.3	21.0	38.9	.0130
Kenai Peninsula	624,012	31,578	15.8	20.0	17.0	29.3	.0179
Ketchikan Gateway	214,795	36,383	10.0	23.7	21.8	29.9	.0066
Kodiak Island	229,878	35,203	17.3	19.4	19.3	31.0	.0062
Lake and Peninsula	22,068	23,000	19.3	20.1	13.7	20.5	.0006
Matanuska-Susitna	407,703	24,004	21.3	27.0	16.6	14.6	.0132
Nome	82,379	23,034	20.2	18.5	13.8	22.4	.0028
North Slope	76,854	37,857	14.1	18.1	20.1	33.8	.0022
Northwest Arctic	59,085	24,758	21.1	23.9	14.1	19.2	.0019
Prince of Wales—Outer Ketchikan	77,763	35,074	15.0	20.0	20.9	29.2	.0021
Sitka	152,456	48,804	9.7	19.0	17.2	48.0	.0041
Skagway—Yakutat—Angoon	51,490	29,552	20.2	21.5	13.6	27.7	.0016
Southeast Fairbanks	67,081	21,517	27.4	19.4	16.1	17.1	.0018
Valdez—Cordova	158,205	34,829	15.0	18.3	14.3	35.5	.0043
Wade Hampton	28,014	14,306	28.0	21.7	7.6	6.3	.0012
Wrangell—Petersburg	81,939	28,149	18.8	29.4	20.5	17.9	.0026
Yukon—Koyukuk	80,337	12,600	20.0	18.1	10.2	9.4	.0024
TOTAL METRO COUNTIES	3,620,974	34,843	17.0	22.4	18.9	30.9	.1129
TOTAL STATE	8,079,362	32,678	17.2	21.8	17.7	29.3	.3416

METRO & COUNTY TOTALS

Arizona

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Merch (\$'000)	Furniture/ Furnish/ Appliances (\$'000)	Auto- mobiles (\$'000)	Drug (\$'000)
PHOENIX	2,109.6	.8439	32.8	10.7	17.8	20.4	25.7	833.1	15,645,226	3,480,844	1,582,953	1,775,817	985,133	3,620,384	562,430	
Maricopa	2,108.6	.8439	32.8	10.7	17.8	20.4	25.7	833.1	15,645,226	3,480,844	1,582,953	1,775,817	985,133	3,620,384	562,430	
Glendale	145.8	0.0584	30.4	10.6	19.8	22.6	18.2	54.0	1,112,530	223,134	71,275	76,519	46,072	486,084	34,374	
• Mesa	317.1	.1269	30.9	10.8	19.8	18.4	23.4	123.0	2,801,214	524,250	228,999	535,513	182,493	676,460	105,783	
• Phoenix	960.1	.3643	31.9	10.8	18.9	21.2	22.8	378.0	7,268,713	1,640,028	773,057	773,097	492,796	1,403,838	266,791	
• Scottsdale	128.2	.0513	38.5	9.7	14.0	25.4	30.9	54.5	1,738,882	296,457	199,505	223,307	102,493	531,865	44,897	
• Tempe	152.2	.0609	28.5	19.9	21.1	21.3	14.9	58.1	1,252,148	331,348	153,127	58,272	91,355	313,156	40,882	
SUBURBAN TOTAL	551.0	.2205	36.8	8.4	14.4	18.9	33.6	219.5	2,584,269	688,761	428,265	185,622	115,996	695,065	104,077	
TUCSON	663.1	.2654	32.7	11.7	18.2	19.5	26.2	265.2	4,037,977	868,831	394,333	549,185	234,118	807,632	172,526	
Pima	663.1	.2654	32.7	11.7	18.2	19.5	26.2	265.2	4,037,977	868,831	394,333	549,185	234,118	807,632	172,526	
• Tucson	402.9	.1613	31.7	13.8	19.2	18.0	25.7	166.5	3,267,829	627,766	304,915	487,040	210,438	737,529	136,667	
SUBURBAN TOTAL	260.2	.1041	34.3	8.5	16.7	21.9	27.0	98.7	770,148	241,065	89,418	62,125	23,680	70,103	35,859	
YUMA	97.0	.0389	31.2	11.3	15.7	19.0	25.0	34.8	603,646	129,208	49,707	77,255	23,657	158,709	26,170	
Yuma	97.0	.0389	31.2	11.2	15.7	19.0	25.0	34.8	603,646	129,208	49,707	77,255	23,657	158,709	26,170	
• Yuma	53.6	.0215	29.9	13.5	17.7	19.1	21.9	19.3	518,240	104,338	46,175	74,876	22,540	146,411	25,416	
SUBURBAN TOTAL	43.4	.0174	33.3	8.2	13.3	18.8	29.0	15.5	85,406	24,870	3,532	2,379	1,117	12,298	754	
OTHER COUNTIES																
Apache	66.5	.0266	23.7	10.3	15.4	18.5	14.2	17.6	146,308	44,447	7,550	27,211	2,477	7,740	5,299	
Cochise	101.6	.0407	32.2	9.9	16.3	20.5	24.9	36.6	421,426	100,269	31,104	46,343	16,790	90,532	16,450	
Cocconino	97.5	.0390	25.7	18.0	19.4	18.2	13.7	31.1	610,056	144,521	80,239	80,355	22,994	81,025	20,690	
Gila	41.9	.0168	34.3	7.8	14.5	19.6	29.3	15.9	182,398	59,000	17,427	9,864	4,010	26,868	11,102	
Graham	25.4	.0102	29.6	10.3	15.9	19.4	22.0	7.6	101,870	31,589	7,727	5,565	3,260	22,330	6,476	
Greenlee	8.8	.0035	28.6	8.6	17.1	19.5	19.6	3.0	18,723	7,773	1,609	3,073	722	514	1,027	
La Paz	15.2	.0061	32.2	10.0	14.8	19.7	26.1	6.2	82,775	19,539	9,406	1,711	481	5,285	3,601	
Mohave	90.1	.0361	39.2	7.1	13.4	19.7	36.4	37.4	553,127	155,490	46,799	32,135	18,648	100,656	25,626	
Navajo	78.7	.0315	26.0	9.7	15.7	19.5	16.4	23.0	320,914	98,835	26,274	23,710	10,229	57,153	12,112	
Pinal	112.7	.0451	31.4	9.8	16.6	19.6	24.4	38.2	479,227	163,520	40,002	35,152	10,470	76,526	29,865	
Santa Cruz	27.7	.0111	30.4	8.3	15.7	19.9	22.9	9.0	192,298	41,753	11,265	52,958	6,381	16,886	5,680	
Yavapai	104.0	.0416	41.0	7.0	13.3	18.4	39.5	44.5	650,299	183,659	63,863	48,302	22,880	108,922	21,746	
TOTAL METRO COUNTIES	2,868.7	1.1482	32.7	11.0	17.7	20.2	25.8	1,133.1	20,286,849	4,478,883	2,026,993	2,402,251	1,242,908	4,586,725	761,126	
TOTAL STATE	3,638.8	1.4565	32.5	10.8	17.3	20.0	25.6	1,403.2	24,046,270	5,529,278	2,370,258	2,768,630	1,362,250	5,181,162	920,800	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
PHOENIX	28,413,814	26,861	21.7	27.6	17.9	18.0	.8736
Maricopa	28,413,814	26,861	21.7	27.6	17.9	18.0	.8736
Glendale	1,842,156	29,205	20.3	27.2	20.5	18.7	.0591
• Mesa	4,034,400	27,163	21.9	28.8	19.5	16.2	.1355
• Phoenix	12,605,166	26,361	21.6	28.0	17.7	17.1	.3952
• Scottsdale	2,261,478	33,635	17.6	24.0	19.5	28.4	.0750
• Tempe	2,114,317	30,044	19.1	26.0	19.9	21.5	.0662
SUBURBAN TOTAL	7,398,453	25,451	23.1	28.2	16.2	17.2	.2017
TUCSON	7,433,014	21,335	26.5	27.4	14.3	11.2	.2366
Pima	7,433,014	21,335	26.5	27.4	14.3	11.2	.2366
• Tucson	4,166,163	19,209	28.5	27.3	12.8	8.0	.1525
SUBURBAN TOTAL	3,266,851	25,895	23.0	27.6	16.8	16.6	.0841
YUMA	832,392	17,789	32.2	26.4	11.3	6.3	.0309
Yuma	832,392	17,789	32.2	26.4	11.3	6.3	.0309
• Yuma	499,407	19,635	29.8	28.2	14.1	6.8	.0209
SUBURBAN TOTAL	332,985	15,923	34.8	24.7	7.8	5.8	.0100
OTHER COUNTIES							
Apache	377,147	16,058	24.5	22.4	11.6	7.1	.0137
Cochise	877,823	17,903	31.6	26.2	11.5	6.5	.0287
Cocconino	899,039	22,147	24.3	28.1	15.3	11.3	.0321
Gila	411,295	20,794	24.1	26.1	16.3	9.1	.0128
Graham	173,136	16,621	29.9	24.7	10.0	6.9	.0065
Greenlee	91,261	29,626	18.1	33.4	23.9	10.1	.0024
La Paz	124,003	14,266	34.6	19.6	7.1	6.0	.0044
Mohave	807,913	16,290	31.8	25.4	9.5	5.2	.0291
Navajo	620,685	21,048	22.1	24.6	14.7	12.7	.0213
Pinal	956,518	19,909	27.2	30.6	11.6	7.6	.0318
Santa Cruz	251,041	20,576	28.7	27.2	13.0	11.1	.0095
Yavapai	1,020,354	16,935	30.9	25.6	10.1	6.2	.0352
TOTAL METRO COUNTIES	36,679,220	25,148	23.1	27.6	16.8	16.1	1.1411
TOTAL STATE	43,289,435	23,709	24.1	27.3	15.9	14.5	1.3686

METRO & COUNTY TOTALS

Arkansas

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- motive (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
FAYETTEVILLE-SPRINGDALE	112.7	.0451	31.1	15.6	17.6	19.8	23.4	42.7		936,359	180,150	70,998	195,428	31,720	228,600	12,073
Washington	112.7	.0451	31.1	15.6	17.6	19.8	23.4	42.7		936,359	180,150	70,998	195,428	31,720	228,600	12,073
• Fayetteville	45.3	.0181	27.3	28.0	19.1	15.4	19.8	17.6		530,365	93,468	46,124	124,002	16,913	134,328	7,230
• Springdale	27.3	.0109	32.9	9.4	17.7	21.3	25.0	10.4		372,167	68,661	23,484	70,192	14,796	91,704	4,028
SUBURBAN TOTAL	40.1	.0161	35.1	5.9	15.7	23.7	26.4	14.9		33,827	18,021	1,390	1,234	9	2,568	815
FORT SMITH	186.1	.0744	33.7	9.0	16.0	21.1	26.8	69.9		1,247,731	279,687	119,914	197,928	45,734	261,116	29,906
Crawford	45.9	.0183	33.1	8.5	16.3	21.7	25.1	16.2		184,957	55,917	17,656	25,792	5,905	33,393	4,523
Sebastian	103.3	.0413	33.8	9.4	16.8	20.5	27.5	40.8		917,895	179,642	88,438	156,070	35,928	205,649	23,049
• Fort Smith	76.7	.0307	34.0	9.7	17.0	19.8	28.5	31.2		880,476	164,322	86,194	154,553	35,332	200,806	21,780
Sequoyah, Okla.	36.9	.0148	34.2	8.2	13.9	21.8	27.1	12.9		144,879	44,128	13,820	16,066	3,901	22,074	2,334
SUBURBAN TOTAL	109.4	.0437	33.4	8.4	15.6	21.9	25.6	38.7		367,255	115,365	33,720	43,375	10,402	60,310	8,126
LITTLE ROCK-NORTH LITTLE ROCK	519.2	.2079	31.6	10.8	18.5	20.8	23.0	192.0		3,944,461	723,295	345,376	610,018	180,403	1,006,480	78,700
Faulkner	58.8	.0236	30.7	15.7	15.7	19.2	24.1	20.9		325,186	73,540	31,851	34,653	14,515	66,520	7,400
Lonoke	40.0	.0160	33.0	8.4	15.1	22.5	24.5	13.9		135,756	41,546	7,341	13,630	3,468	31,634	5,561
Pulaski	358.2	.1434	31.4	10.7	19.7	20.2	22.7	135.9		3,241,219	540,208	289,878	536,350	153,180	843,300	58,601
• Jacksonville	29.6	.0118	26.1	16.7	21.6	19.7	11.0	9.6		233,176	37,704	19,314	23,721	9,537	36,696	3,896
• Little Rock	190.6	.0763	31.9	10.5	20.3	19.2	24.6	74.7		1,954,152	329,733	193,440	325,654	107,218	504,447	37,850
• North Little Rock	62.7	.0251	34.0	9.7	17.4	19.8	28.5	24.6		798,472	135,218	63,904	175,421	28,680	133,208	14,053
Saline	62.2	.0249	33.1	8.4	17.4	24.5	22.1	21.3		242,300	68,001	16,306	25,385	8,880	65,026	7,138
SUBURBAN TOTAL	236.3	.0947	31.6	10.6	17.0	22.5	21.7	83.1		958,661	220,640	68,718	85,222	34,608	272,129	22,901
PINE BLUFF	90.6	.0363	31.8	11.3	15.6	18.4	26.6	31.3		527,787	114,724	39,626	70,517	18,924	135,364	16,830
Jefferson	90.6	.0363	31.8	11.3	15.6	18.4	26.6	31.3		527,787	114,724	39,626	70,517	18,924	135,364	16,830
• Pine Bluff	71.2	.0285	32.3	11.7	15.3	16.7	29.3	25.8		509,189	109,005	37,646	70,332	17,923	132,761	16,599
SUBURBAN TOTAL	19.4	.0078	30.1	9.9	16.5	24.8	17.0	5.5		18,598	5,719	1,980	185	1,001	2,603	231
TEXARKANA	122.0	.0488	34.0	8.5	15.9	19.6	28.8	45.4		848,732	162,429	65,848	150,940	37,892	179,768	19,870
Miller	39.4	.0157	33.3	8.6	15.8	18.7	28.7	14.4		206,413	73,421	19,244	29,934	4,642	9,951	5,407
• Texarkana	22.7	.0091	34.8	8.7	15.4	17.4	32.2	8.6		192,708	69,837	17,691	29,367	4,070	8,947	5,293
Bowie, Tex.	82.6	.0331	34.3	8.5	15.9	20.0	28.9	31.0		642,319	89,008	46,604	121,006	33,250	169,817	14,463
• Texarkana	33.4	.0134	34.4	9.1	16.0	16.6	32.4	13.3		475,782	48,286	35,702	110,662	29,010	135,643	6,765
SUBURBAN TOTAL	65.9	.0263	33.5	8.2	16.1	21.8	25.8	23.5		180,242	44,306	12,455	10,911	4,812	35,178	7,812
OTHER COUNTIES																
Arkansas	22.1	.0088	35.3	8.7	15.1	19.7	30.7	8.5		112,065	31,086	8,868	14,956	3,439	17,892	4,614
Ashley	26.3	.0105	33.4	8.3	14.7	20.8	26.9	9.4		99,244	29,382	5,668	15,131	3,004	23,015	3,203
Baxter	32.3	.0130	47.4	5.3	11.2	16.8	47.6	13.6		205,435	55,161	14,628	30,964	13,846	34,812	4,747
Benton	100.3	.0401	36.7	8.6	14.5	19.9	32.4	38.3		579,438	137,995	41,700	72,318	22,089	166,790	9,443
Boone	30.2	.0121	36.9	8.1	14.8	20.3	32.5	11.9		224,872	45,205	16,657	30,029	8,162	71,415	6,133
Bradley	13.2	.0053	38.2	8.0	12.3	18.9	35.3	5.0		47,229	15,877	3,038	2,685	1,622	7,307	1,620
Calhoun	6.0	.0024	36.3	10.2	12.9	18.8	32.9	2.2		11,868	4,183	571	211	296	2,761	956
Carroll	19.1	.0076	40.1	6.8	14.0	20.0	37.2	8.1		123,937	31,716	10,624	11,482	3,111	28,292	3,297
Chicot	16.3	.0065	32.5	8.5	12.2	16.5	30.5	5.6		49,370	14,221	3,385	1,863	1,399	8,875	3,290
Clark	22.6	.0091	32.5	16.9	13.9	17.5	29.1	7.9		164,734	30,645	13,779	18,051	2,593	51,087	4,959
Clay	19.8	.0079	39.2	7.3	12.5	20.4	35.8	7.7		71,169	21,494	4,358	7,145	1,404	19,971	2,546
Cleburne	20.8	.0083	40.3	7.0	11.9	21.7	36.5	8.1		98,679	21,528	4,530	13,365	1,943	30,252	3,618
Cleveland	8.3	.0034	36.2	7.5	14.3	21.3	30.6	3.0		8,139	3,292	349	53	328	587	793
Columbia	26.5	.0106	35.2	11.6	13.1	18.9	31.4	9.9		141,400	32,741	11,010	25,635	6,703	23,631	4,318
Conway	19.7	.0079	35.1	8.5	13.7	19.5	30.7	7.1		92,148	23,183	4,496	11,193	2,884	26,399	2,069
Craighead	67.0	.0268	31.8	13.6	16.8	20.5	24.1	24.5		536,834	95,875	39,497	99,560	27,280	98,929	10,325
□ Crittenden	51.3	.0206	29.8	9.7	15.4	19.5	22.4	17.3		372,835	72,192	26,932	31,695	6,155	68,266	13,237
• West Memphis	28.0	.0112	30.2	10.0	16.8	20.7	21.1	9.9		309,673	57,590	24,067	26,624	5,822	64,562	12,363
Cross	19.9	.0079	31.7	8.9	14.8	18.9	26.3	6.8		70,954	22,737	3,443	13,168	2,436	11,876	2,346
Dallas	10.5	.0042	36.3	8.0	13.9	18.6	33.0	4.0		54,498	12,404	2,384	7,973	2,326	12,498	2,353
Desha	18.7	.0075	31.4	9.3	14.5	17.0	27.8	6.4		79,718	17,914	3,927	11,691	3,834	19,905	2,547
Drew	18.2	.0073	32.2	12.0	15.1	19.3	26.4	6.5		94,968	21,821	7,912	16,879	4,216	21,520	2,446
Franklin	16.1	.0064	35.9	8.5	14.2	20.3	31.0	5.9		40,631	7,712	3,514	5,783	722	9,707	2,287
Fulton	10.8	.0043	40.1	6.6	13.0	19.1	37.7	4.5		24,142	7,408	1,838	753	963	4,340	1,774
Garland	78.3	.0314	39.9	7.6	13.8	19.2	37.6	32.9		589,507	128,554	56,022	82,212	17,055	144,654	21,811
Grant	14.6	.0058	35.2	8.2	14.8	23.8	26.6	5.3		39,969	11,592	2,731	8,068	656	5,835	1,092
Greene	32.8	.0131	35.2	8.7	15.3	21.0	29.3	12.5		163,156	31,381	16,096	22,560	5,135	30,048	6,677
Hempstead	23.3	.0094	36.4	7.9	13.6	19.9	32.1	8.4		93,727	32,909	7,760	4,161	2,790	15,066	3,506
Hot Spring	28.1	.0112	35.5	8.1	15.2	20.7	30.1	10.6		99,619	26,306	7,690	14,614	2,777	26,875	2,403
Howard	13.9	.0056	36.3	7.8	14.0	18.6	33.2	5.1		54,294	13,077	2,364	11,303	1,107	13,216	2,113
Independence	32.9	.0131	34.8	8.9	15.7	21.1	28.6	12.0		185,900	40,106	13,567	28,672	4,879	48,182	3,276
Izard	11.5	.0046	44.8	5.7	11.7	17.5	44.9	4.6		40,003	14,735	1,957	1,725	492	8,061	1,882
Jackson	20.0	.0084	35.5	8.2	14.4	19.9	30.9	7.6		82,694	14,823	6,785	11,580	1,281	21,060	3,448
Johnson	18.9	.0076	37.0	8.6	13.6	19.1	33.7	7.1		97,681	21,634	4,014	8,864	2,888	34,580	3,095
Lafayette	9.4	.0037	35.9	7.4	12.9	18.3	32.9	3.4		23,905	9,210	1,624	1,900	1,023	3,088	1,312

ARK. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Meds. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Mississippi	57.2	.0229	30.2	10.9	15.8	18.4	24.0	19.7	267,114	60,798	22,394	38,809	6,466	67,220	7,278	
Monroe	12.0	.0048	34.8	8.1	12.6	17.5	32.2	4.4	54,058	15,313	5,327	6,204	1,628	6,662	2,246	
Montgomery	8.5	.0034	39.9	7.2	13.1	20.6	36.5	3.4	21,648	7,246	1,743	1,297	562	2,435	1,077	
Nevada	10.5	.0042	36.6	7.9	13.3	17.8	34.3	3.7	32,511	9,135	1,052	1,219	1,408	6,143	1,844	
Newton	8.5	.0034	34.4	7.6	15.8	21.0	28.1	3.1	8,623	4,815	428	262	125	353	978	
Ouachita	34.3	.0138	36.3	8.2	14.4	19.0	32.8	13.0	190,877	52,779	11,090	19,518	7,761	38,609	6,138	
Perry	8.5	.0034	35.4	7.2	14.3	20.6	30.0	2.9	23,954	7,649	508	37	565	753	333	
Phillips	31.1	.0124	31.4	8.6	12.8	17.7	27.7	10.6	133,923	35,631	10,283	17,356	4,097	28,587	5,050	
Pike	11.0	.0044	36.7	8.2	13.8	20.5	32.2	4.2	42,219	10,751	1,844	2,498	475	12,306	1,343	
Poinsett	25.8	.0103	34.3	8.5	14.8	20.8	28.2	9.3	90,715	20,603	5,296	9,831	2,077	23,915	3,566	
Polk	18.0	.0072	38.7	7.0	12.3	20.6	34.9	6.6	70,663	20,709	4,623	13,686	1,609	13,522	2,271	
Pope	46.0	.0185	32.8	11.6	15.8	21.3	25.3	17.1	343,498	77,058	25,445	45,547	14,913	87,995	8,251	
Prairie	9.6	.0038	36.0	8.3	13.7	20.2	31.3	3.6	35,611	7,331	1,732	966	398	14,851	859	
Randolph	17.3	.0069	36.5	7.7	13.7	20.6	31.7	6.6	72,342	24,012	4,176	11,059	2,040	9,711	1,891	
St. Francis	29.6	.0118	30.5	8.8	14.4	18.1	25.3	9.8	123,642	30,013	8,398	20,205	4,888	17,494	4,344	
Scott	10.8	.0044	38.2	7.3	12.4	22.4	32.8	4.2	37,268	9,404	2,602	9,376	1,128	6,013	2,150	
Searcy	8.8	.0035	38.4	7.0	13.6	20.1	34.7	3.5	25,475	7,097	1,153	2,002	825	5,600	1,481	
Servier	14.5	.0058	35.8	7.6	14.5	21.0	30.3	5.5	74,166	21,150	5,454	13,030	806	13,182	1,731	
Sharp	16.2	.0065	43.4	6.5	11.3	16.7	43.2	6.4	63,681	31,158	4,039	10,323	2,658	7,000	770	
Stone	10.3	.0041	37.4	6.9	14.3	21.9	32.0	3.9	36,919	12,762	2,099	1,847	1,021	11,334	450	
Union	49.2	.0197	35.7	8.5	14.8	18.7	32.2	18.6	352,284	77,794	17,099	33,537	13,628	91,229	11,545	
Van Buren	16.3	.0066	40.8	6.2	12.6	18.9	38.7	6.4	59,411	20,503	2,395	4,432	3,972	9,248	2,199	
White	55.8	.0223	33.6	12.5	14.1	20.2	27.8	19.8	320,548	78,046	25,215	35,617	10,321	88,534	7,981	
Woodruff	9.7	.0039	34.3	8.2	13.7	16.9	32.2	3.5	33,177	9,503	1,236	3,268	1,098	6,727	1,988	
Yell	18.6	.0074	37.7	7.8	13.6	20.7	33.3	7.1	58,078	14,761	3,051	10,548	1,013	14,010	3,544	
TOTAL METRO COUNTIES	962.4	.3852	31.9	11.0	17.5	20.3	24.2	354.7	7,090,707	1,399,341	608,270	1,119,454	283,217	1,687,703	153,819	
TOTAL STATE	2,436.6	.9752	33.9	9.7	15.5	19.9	28.5	904.1	14,401,211	3,187,807	1,125,601	2,083,550	532,721	3,398,162	375,800	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989

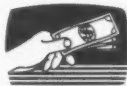


METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
FAYETTEVILLE-SPRINGDALE	1,225,204	20,535	26.9	27.5	12.5	11.2	.0440
Washington	1,225,204	20,535	26.9	27.5	12.5	11.2	.0440
• Fayetteville	504,803	18,076	27.7	22.6	10.5	12.5	.0206
• Springdale	314,933	23,767	24.8	31.0	16.4	11.2	.0135
SUBURBAN TOTAL	605,668	21,033	27.6	30.9	12.1	9.6	.0099
FORT SMITH	1,863,234	18,975	27.4	27.0	11.9	8.7	.0650
Crawford	412,569	19,841	26.7	30.7	11.8	7.0	.0132
Sebastian	1,228,585	21,186	26.2	27.4	14.3	11.2	.0429
• Fort Smith	961,522	21,253	26.1	26.7	14.1	12.2	.0361
Sequoyah, Okla.	222,080	12,665	32.8	20.7	4.5	2.9	.0089
SUBURBAN TOTAL	901,712	17,349	28.5	27.2	10.1	5.9	.0289
LITTLE ROCK-NORTH LITTLE ROCK	6,277,292	24,071	23.4	27.8	16.0	14.9	.2056
Faulkner	645,074	22,610	25.0	27.0	15.9	12.4	.0201
Lonoke	333,094	17,866	26.8	26.6	12.0	6.2	.0106
Pulaski	4,708,747	25,294	22.7	27.2	16.4	17.4	.1568
• Jacksonville	318,739	24,107	28.6	34.0	15.5	11.8	.0113
• Little Rock	2,683,822	25,041	22.7	26.4	15.4	18.6	.0901
• North Little Rock	822,772	24,947	21.7	26.4	1.7	17.8	.0314
Saline	590,377	22,662	24.3	32.0	16.7	7.2	.0181
SUBURBAN TOTAL	2,452,009	23,045	24.0	28.5	16.8	11.1	.0728
PINE BLUFF	824,973	18,799	24.0	24.1	12.7	10.8	.0289
Jefferson	824,973	18,799	24.0	24.1	12.7	10.8	.0289
• Pine Bluff	661,770	17,740	24.4	23.3	11.6	10.5	.0246
SUBURBAN TOTAL	163,203	24,663	22.5	28.0	17.7	12.3	.0043
TEXARKANA	1,211,717	19,918	24.2	26.3	13.9	9.5	.0430
Miller	399,296	20,810	22.9	26.5	14.5	10.5	.0128
• Texarkana	233,963	19,889	24.0	25.5	14.5	9.8	.0087
Bowie, Tex.	812,421	19,569	24.6	26.4	13.6	9.1	.0302
• Texarkana	330,611	17,721	26.0	24.2	11.5	8.8	.0160
SUBURBAN TOTAL	647,143	21,411	23.0	27.9	15.1	9.9	.0183
OTHER COUNTIES							
Arkansas	213,539	17,084	27.5	23.6	10.3	9.0	.0070
Baxter	258,787	20,865	20.6	23.6	16.2	11.4	.0077
Baxter	355,390	19,481	32.3	29.6	11.7	7.2	.0116
Benton	1,153,752	22,788	26.4	31.1	14.7	10.9	.0357
Boone	271,105	15,969	32.4	23.6	8.6	6.4	.0105
Bradley	116,342	16,732	23.8	24.0	11.7	6.8	.0036
Calhoun	56,119	18,310	23.5	25.0	14.6	7.0	.0015
Carroll	179,217	16,347	32.1	24.8	8.5	5.9	.0064
Chicot	105,846	11,480	26.5	17.0	5.4	6.2	.0037
Clark	199,988	16,646	26.3	23.8	12.1	7.0	.0078
Clay	157,625	13,981	32.2	20.9	7.6	4.0	.0052
Cleburne	192,031	17,263	30.2	25.3	8.9	7.8	.0064
Cleveland	71,893	17,191	26.4	22.9	13.9	7.3	.0019
Columbia	289,876	17,712	23.8	24.0	13.3	12.1	.0090
Conway	183,989	18,846	24.1	25.7	12.3	9.6	.0060
Craighead	671,680	19,637	27.6	28.0	12.2	8.9	.0248
□ Crittenden	405,706	16,072	25.4	23.1	11.9	6.6	.0168
• West Memphis	253,054	18,551	24.5	26.2	13.4	7.3	.0115
Cross	162,710	16,680	28.7	25.8	9.1	6.4	.0053
Dallas	107,720	18,916	26.6	28.0	11.1	8.1	.0034
Desha	146,377	14,101	26.8	18.6	11.2	6.9	.0051
Drew	173,165	18,747	25.5	23.2	13.2	10.6	.0058
Franklin	149,200	19,394	27.9	29.1	12.1	7.2	.0043
Fulton	73,504	12,339	36.2	18.0	3.6	1.7	.0024
Garland	923,117	19,417	26.5	25.4	12.5	10.9	.0306
Grant	144,826	21,458	21.3	29.3	13.9	9.7	.0041
Greene	320,270	19,120	27.8	27.6	12.9	7.0	.0103
Hempstead	198,217	16,739	27.0	25.1	12.1	6.2	.0066
Holt Spring	255,227	18,052	26.4	26.1	13.3	5.9	.0077
Howard	112,532	16,123	27.8	26.1	9.3	4.6	.0039

METRO & COUNTY TOTALS

ARK. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Independence	292,600	18,222	29.1	27.2	11.8	6.6	.0103
Izard	95,447	15,040	31.2	24.0	7.9	4.3	.0031
Jackson	171,088	15,483	28.9	23.0	8.1	6.5	.0057
Johnson	160,350	15,819	30.7	25.0	7.8	5.5	.0057
Lafayette	84,108	16,507	24.2	20.1	12.1	10.3	.0024
Lawrence	143,858	14,388	30.2	22.7	7.3	4.5	.0052
Lee	91,132	11,321	27.3	16.6	6.4	4.4	.0031
Lincoln	78,172	15,031	27.5	21.6	9.6	5.6	.0025
Little River	137,687	19,511	21.8	24.2	12.1	12.8	.0043
Logan	182,139	16,341	30.5	23.0	9.7	7.2	.0059
Madison	93,689	15,174	31.7	26.0	7.5	2.3	.0029
Marion	120,133	15,697	31.5	23.8	7.9	6.9	.0035
Mississippi	493,393	17,621	29.3	25.2	10.8	7.5	.0167
Monroe	83,108	12,103	26.1	18.3	6.9	5.1	.0032
Montgomery	69,821	15,124	31.8	24.5	7.9	3.8	.0022
Nevada	77,716	14,492	30.7	21.1	8.9	4.4	.0025
Newton	48,548	11,432	33.3	17.4	4.5	1.5	.0016
Ouachita	316,934	17,209	25.6	23.1	12.5	8.0	.0109
Perry	58,353	15,228	29.9	26.8	8.1	2.7	.0020
Phillips	218,425	12,629	24.4	19.2	8.9	5.7	.0081

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Pike	75,485	12,841	32.6	19.6	5.8	3.1	.0028
Poinsett	199,575	14,840	30.9	23.1	6.4	5.8	.0067
Polk	145,666	14,732	31.7	21.5	7.5	5.0	.0048
Pope	438,946	18,365	27.9	25.6	12.0	8.0	.0164
Prairie	74,054	14,122	29.4	21.1	7.1	5.4	.0025
Randolph	143,361	15,651	31.0	25.4	7.6	5.0	.0047
St. Francis	207,026	13,649	25.9	22.6	7.6	5.7	.0078
Scott	85,836	14,132	33.4	21.7	7.0	4.2	.0030
Searcy	49,210	9,750	30.5	12.3	4.2	1.7	.0018
Sevier	135,685	18,687	25.7	26.2	13.6	7.4	.0046
Sharp	130,774	14,430	34.5	21.7	5.8	4.9	.0043
Stone	66,857	11,525	31.3	15.3	7.3	2.5	.0025
Union	468,712	17,424	24.5	23.5	12.3	8.7	.0172
Van Buren	121,096	14,283	32.7	22.0	6.2	3.5	.0042
White	472,647	16,979	28.7	25.4	10.5	6.4	.0172
Woodruff	64,009	11,966	28.1	20.3	4.7	3.8	.0023
Yell	164,655	16,780	29.7	25.2	9.6	6.3	.0050
TOTAL METRO COUNTIES	10,773,625	22,140	24.4	27.2	14.7	12.7	.3642
TOTAL STATE	24,077,964	18,808	26.7	25.6	12.2	9.4	.8121

California

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- sands)	% of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
ANAHEIM-SANTA ANA	2,314.0	.9263	32.5	11.4	19.0	23.4	21.8	822.1	
Orange	2,314.0	.9262	32.5	11.4	19.0	23.4	21.8	822.1	
• Anaheim	251.5	.1007	31.8	12.7	19.6	21.6	22.0	91.8	
• Buena Park	68.5	.0274	31.4	12.7	17.5	23.8	19.9	22.9	
• Costa Mesa	93.2	.0373	31.6	14.6	23.0	21.4	21.4	37.0	
• Cypress	47.2	.0189	32.7	10.8	14.7	30.2	16.3	14.8	
• Fountain Valley	56.1	.0225	32.9	8.6	15.3	32.1	14.6	16.5	
• Fullerton	113.4	.0454	32.6	13.7	19.0	21.7	23.7	42.2	
• Garden Grove	140.9	.0564	31.9	11.9	18.2	22.3	22.1	48.1	
• Huntington Beach	192.4	.0770	31.7	11.6	20.5	25.6	17.6	69.1	
• Irvine	104.9	.0420	31.2	10.0	23.6	27.9	13.3	36.9	
• La Habra	50.6	.0203	32.6	12.3	17.7	21.3	24.8	18.6	
• Newport Beach	70.3	.0281	38.6	11.0	17.8	25.7	30.9	31.2	
• Orange	107.2	.0429	32.3	11.4	18.3	23.7	21.4	37.2	
• Santa Ana	244.7	.0979	29.1	13.2	21.3	18.7	18.6	77.2	
• Westminster	76.6	.0307	32.6	10.8	17.2	24.4	21.5	26.1	
SUBURBAN TOTAL	1,817.8	.7276	33.1	11.1	18.5	24.4	22.2	653.1	
BAKERSFIELD	534.9	.2141	31.5	10.5	17.4	20.2	23.6	188.9	
Kern	534.9	.2141	31.5	10.5	17.4	20.2	23.6	188.9	
• Bakersfield	166.8	.0668	30.8	11.4	20.5	19.5	21.8	63.2	
SUBURBAN TOTAL	368.1	.1473	31.8	10.1	16.1	20.4	24.5	125.7	
CHICO	181.4	.0726	34.3	13.0	17.2	17.3	31.5	72.9	
Butte	181.4	.0726	34.3	13.0	17.2	17.3	31.5	72.9	
• Chico	36.4	.0146	26.1	31.4	20.8	13.0	18.5	14.7	
SUBURBAN TOTAL	145.0	.0580	37.3	8.4	16.2	18.4	34.8	58.2	
FRESNO	630.6	.2524	31.4	11.2	18.1	19.8	23.7	225.6	
Fresno	630.6	.2524	31.4	11.2	18.1	19.8	23.7	225.6	
• Fresno	325.5	.1303	30.9	12.4	20.1	18.0	23.8	124.3	
SUBURBAN TOTAL	305.1	.1221	32.1	9.9	15.8	21.9	23.5	101.3	
LOS ANGELES-LONG BEACH	8,813.6	3.5277	32.7	10.9	18.9	21.5	24.1	3,199.6	
Los Angeles	8,813.6	3.5277	32.7	10.9	18.9	21.5	24.1	3,199.6	
• Alhambra	76.0	.0304	34.5	10.5	19.7	18.1	31.0	30.4	
• Arcadia	50.0	.0200	40.3	8.4	11.9	25.4	34.1	19.3	
• Baldwin Park	66.4	.0266	27.0	11.2	18.3	19.0	16.4	18.1	
• Bellflower	62.1	.0249	32.9	13.1	18.8	18.9	27.1	24.9	
• Burbank	93.7	.0375	38.1	9.1	16.9	22.3	32.7	39.4	
• Carson	90.8	.0363	30.9	10.0	15.8	25.7	17.8	25.5	
• Cerritos	60.3	.0241	31.2	8.8	18.1	32.1	11.0	16.8	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
21,124,147	4,050,196	2,696,075	2,229,949	1,478,120	4,798,012	664,417
21,124,147	4,050,196	2,696,075	2,229,949	1,478,120	4,798,012	664,417
2,129,934	449,572	336,342	126,405	205,864	429,280	71,481
735,795	123,893	74,479	85,081	25,978	230,801	30,238
1,912,600	181,117	176,288	297,534	135,910	435,499	25,107
257,474	51,597	39,688	27,547	11,452	59,636	10,715
405,268	111,079	53,640	10,012	47,759	15,475	33,728
1,105,197	169,140	128,770	237,617	64,433	246,614	37,814
1,125,444	270,836	132,868	88,445	68,619	342,154	34,119
1,487,578	294,196	178,715	151,890	130,819	358,948	44,614
1,123,690	189,168	142,130	34,857	66,425	527,874	28,036
396,753	105,416	45,436	47,684	38,467	63,105	18,072
1,134,847	167,250	224,554	102,122	36,196	368,908	26,463
1,436,523	201,853	177,686	168,963	100,942	326,407	33,582
2,102,187	387,679	236,927	333,465	151,116	471,008	62,694
851,111	177,600	66,333	130,203	53,946	241,394	17,549
16,892,026	3,212,945	2,122,806	1,770,079	1,121,140	3,897,724	530,242
3,131,558	804,911	288,338	280,757	130,899	624,692	153,357
3,131,558	804,911	288,338	280,757	130,899	624,692	153,357
1,778,334	337,647	161,011	233,767	101,738	452,246	78,760
1,353,224	467,264	127,327	46,990	29,161	172,446	76,597
1,035,043	242,795	117,223	105,047	62,188	192,068	76,425
1,035,043	242,795	117,223	105,047	62,188	192,068	76,425
479,604	93,996	60,445	26,224	35,874	101,619	37,195
555,439	148,799	56,778	78,823	26,284	90,449	33,230
4,070,575	963,493	385,154	424,854	238,992	845,010	239,830
4,070,575	963,493	385,154	424,854	238,992	845,010	239,830
2,879,124	559,224	278,222	398,067	210,861	543,430	166,471
1,191,451	404,269	106,932	26,787	28,131	301,580	73,359
63,656,604	11,331,194	7,685,516	6,766,315	4,316,173	14,461,889	2,344,791
63,656,604	11,331,194	7,685,516	6,766,315	4,316,173	14,461,889	2,344,791
745,040	85,107	65,866	101,607	36,527	347,301	16,132
522,611	99,414	70,377	116,878	22,567	53,288	26,944
193,091	62,106	22,770	15,552	5,951	37,499	5,949
382,217	52,043	45,309	13,505	28,185	129,707	21,883
881,244	157,522	124,412	186,230	53,031	114,940	42,663
658,258	98,047	48,829	73,319	53,252	232,372	13,921
1,322,467	66,811	68,367	255,514	53,879	634,433	10,187

METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION—12/31/89



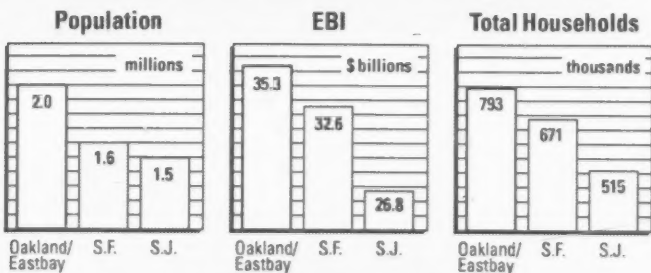
RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Merce. (\$'000)	Furniture/ Furnish/ Appliance (\$'000)	Auto- mobile (\$'000)	Drug (\$'000)
Compton	98.2	.0393	25.3	12.6	16.0	20.0	14.5	25.1	223,332	61,304	23,581	19,289	3,055	49,734	19,289	
Downey	88.5	.0354	36.8	10.7	16.3	21.6	31.1	34.9	1,066,150	109,209	87,127	87,687	36,174	548,600	29,844	
El Monte	100.5	.0402	27.5	12.4	18.4	17.6	18.7	30.4	763,891	95,657	40,219	43,381	21,339	403,743	22,823	
Gardenia	51.9	.0208	33.7	10.4	19.3	22.5	25.0	19.4	514,971	107,499	48,210	35,208	20,915	152,520	21,600	
Glendale	169.4	.0678	38.3	9.2	17.1	22.0	33.3	72.2	1,730,006	244,541	177,919	198,484	105,356	520,158	42,561	
Hawthorne	67.0	.0268	32.5	11.9	20.6	22.0	22.9	27.2	492,244	118,549	47,540	64,260	19,501	70,983	32,171	
Huntington Park	57.3	.0229	27.8	12.6	19.6	17.3	18.7	18.6	298,617	41,621	22,902	8,507	34,504	67,832	16,377	
Inglewood	107.1	.0429	30.4	11.3	23.2	20.6	18.7	41.0	655,721	106,006	59,613	121,557	30,647	172,473	28,554	
Lakewood	77.8	.0311	33.6	9.6	18.2	22.5	25.0	26.7	755,549	125,748	92,035	146,388	63,024	124,788	28,390	
La Mirada	43.2	.0173	32.9	13.2	14.0	24.9	22.2	12.7	242,016	67,088	30,411	13,912	16,406	24,239	22,278	
Lancaster	78.5	.0314	33.0	9.8	16.3	22.9	23.9	28.5	877,489	152,929	64,489	122,619	53,246	244,714	44,863	
Long Beach	425.1	.1701	33.7	11.6	20.2	17.9	29.4	177.3	2,576,009	525,280	379,972	174,578	103,295	662,850	101,642	
Los Angeles	3,463.7	1.3864	33.1	11.3	19.8	21.4	24.8	1,317.4	23,320,747	4,268,536	3,146,155	2,126,992	1,780,586	4,265,062	890,456	
Lynwood	58.4	.0234	26.8	10.6	19.6	17.9	16.1	16.8	157,833	69,297	15,715	15,697	6,241	5,167	13,371	
Montebello	58.5	.0234	32.7	11.5	17.4	19.9	26.1	19.7	493,075	105,887	51,570	70,531	35,946	59,022	23,557	
Monterey Park	64.0	.0256	33.9	10.6	18.1	21.8	26.3	21.5	347,182	107,297	57,300	12,200	18,752	56,162	24,806	
Norwalk	93.6	.0375	29.6	11.6	18.1	20.3	20.0	27.5	692,197	121,378	54,789	131,540	18,592	188,783	15,743	
Pasadena	135.9	.0544	34.3	10.9	19.7	19.1	29.4	54.0	1,507,864	187,580	182,842	264,022	97,688	445,116	39,855	
Pico Rivera	57.8	.0231	30.1	11.1	15.6	20.4	22.0	16.6	184,522	60,842	31,864	29,517	5,159	5,596	10,260	
Pomona	123.4	.0494	28.8	12.5	19.3	17.7	20.4	39.6	689,052	136,012	83,820	86,139	18,920	175,605	25,001	
Redondo Beach	66.8	.0267	32.0	12.4	27.4	22.5	19.4	28.8	566,306	114,938	87,460	59,447	43,704	15,783	15,605	
Rosemead	49.5	.0198	30.1	10.6	17.7	18.9	22.4	15.2	249,937	44,422	33,292	34,189	16,925	25,064	11,013	
Santa Monica	97.9	.0392	36.5	9.3	24.8	20.7	31.6	48.6	1,435,970	143,952	210,816	111,989	113,794	446,844	48,767	
South Gate	85.4	.0342	30.5	10.1	17.9	18.3	23.6	29.2	604,712	98,848	30,946	62,088	6,858	317,867	13,739	
Torrance	142.5	.0570	35.9	10.2	17.0	25.9	25.9	54.2	2,361,369	295,669	194,570	366,012	282,800	587,669	67,475	
West Covina	100.9	.0404	31.5	11.5	19.2	23.4	19.8	33.1	940,249	157,247	78,131	121,070	50,092	337,973	34,332	
Whittier	76.0	.0304	35.1	11.2	17.3	18.1	32.0	29.7	679,477	98,176	56,131	69,482	38,151	243,006	25,297	
SUBURBAN TOTAL	4,571.8	1.8299	32.2	10.5	18.0	22.2	22.9	1,571.9	34,681,688	6,056,264	3,768,315	3,928,354	2,262,653	8,798,316	1,245,174	
LOS ANGELES-ANAHEIM-RIVERSIDE																
CONSOLIDATED AREA	14,234.9	5.6976	32.6	10.8	18.6	21.6	23.9	5,113.1	106,096,843	19,986,839	12,497,200	11,611,404	6,811,664	24,308,088	3,734,570	
MERCED	179.5	.0718	29.9	11.4	17.4	19.9	21.2	58.3	776,981	175,677	78,611	79,709	34,510	157,997	54,063	
Merced	179.5	.0718	29.9	11.4	17.4	19.9	21.2	58.3	776,981	175,677	78,611	79,709	34,510	157,997	54,063	
* Merced	53.2	.0213	29.6	12.6	19.4	18.5	21.0	19.2	485,232	96,737	36,119	67,195	25,686	124,555	33,393	
SUBURBAN TOTAL	126.3	.0505	30.0	11.0	16.6	20.4	21.3	39.1	291,749	78,940	42,492	12,514	8,924	33,442	20,668	
MODESTO	355.6	.1423	32.3	10.1	17.6	20.5	24.8	125.0	2,387,677	497,377	211,670	290,125	126,922	471,246	176,301	
Modesto	355.6	.1423	32.3	10.1	17.6	20.5	24.8	125.0	2,387,677	497,377	211,670	290,125	126,922	471,246	176,301	
* Stanislaus	151.9	.0608	31.5	10.2	20.1	20.8	22.2	55.3	1,477,942	278,753	131,058	243,329	90,637	272,609	100,927	
* Turlock	39.0	.0156	31.3	12.5	19.3	17.3	25.6	14.8	323,293	80,902	31,566	29,555	15,035	56,286	29,671	
SUBURBAN TOTAL	164.7	.0659	33.7	9.6	14.6	20.9	27.2	54.9	586,032	137,722	49,046	17,241	21,250	142,351	45,703	
OAKLAND	2,049.4	.8203	33.4	10.4	19.6	22.7	24.2	793.3	15,325,582	3,341,748	1,666,043	1,687,264	974,692	2,891,932	801,216	
Alameda	1,263.7	.5058	33.1	11.2	20.3	21.8	24.3	496.4	9,609,995	2,078,969	1,101,017	965,660	602,653	1,944,179	474,782	
Alameda	76.9	.0308	34.4	11.7	21.0	21.1	27.6	32.4	810,959	130,207	80,908	203,138	33,924	111,932	39,599	
* Berkeley	107.7	.0431	31.5	19.7	25.5	19.4	21.7	47.7	946,449	188,048	136,873	57,231	74,101	126,595	28,271	

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Sources: Sales & Marketing Management 1990 Survey of Buying Power, Simmons/Scarborough Newspaper Audience Study, 1989

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METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION—12/31/89

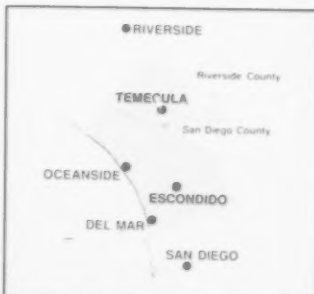


RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% IN U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Miles (\$000)	Furniture/ Furnish- ings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Fremont	170.1	.0681	31.0	11.4	19.7	25.6	16.5	58.2	1,357,701	293,981	131,633	71,194	93,569	403,816	58,187	
Hayward	105.3	.0421	32.3	12.2	19.7	20.4	24.4	39.4	1,128,672	193,954	99,052	217,278	64,937	331,175	49,657	
• Livermore	57.2	.0229	31.2	9.0	19.2	26.6	16.1	19.5	353,344	98,866	33,930	17,850	13,315	76,297	24,322	
• Oakland	362.7	.1452	33.5	10.1	21.3	19.4	27.4	154.3	2,044,640	473,541	300,939	109,901	116,016	381,339	133,253	
San Leandro	68.2	.0273	41.5	8.9	15.3	19.9	39.1	29.4	848,566	199,438	78,982	145,001	55,708	118,026	49,226	
Contra Costa	785.7	.3145	34.1	9.1	18.1	24.2	24.1	296.9	5,715,587	1,262,779	565,026	721,604	372,039	947,753	326,434	
Antioch	58.1	.0233	30.4	9.7	20.4	21.7	18.9	20.8	382,716	103,861	38,874	68,970	10,095	69,144	23,602	
Concord	111.7	.0447	32.2	10.7	20.0	23.8	20.6	42.3	1,302,506	211,044	102,061	232,867	132,797	292,807	48,211	
Richmond	83.1	.0333	32.7	9.9	18.5	19.8	25.9	31.7	540,526	79,747	31,898	162,584	29,978	104,150	12,044	
Walnut Creek	66.0	.0264	41.2	7.5	14.1	24.2	36.7	29.7	951,303	131,911	87,106	47,056	34,197	281,722	51,218	
SUBURBAN TOTAL	1,521.8	.6091	32.7	9.8	18.7	23.6	23.9	571.8	11,981,129	2,581,293	1,194,301	1,502,282	771,260	2,307,701	615,370	
OXNARD-VENTURA	673.2	.2694	31.5	10.0	18.3	22.9	20.7	222.6	5,261,173	1,056,512	496,218	693,928	359,697	1,351,243	195,379	
Ventura	673.2	.2694	31.5	10.0	18.3	22.9	20.7	222.6	5,261,173	1,056,512	496,218	693,928	359,697	1,351,243	195,379	
• Oxnard	137.8	.0552	28.9	11.8	19.0	19.7	18.8	42.8	909,025	181,752	96,709	121,919	50,757	253,401	29,207	
Simi Valley	101.8	.0407	29.1	9.2	19.0	26.7	12.2	29.3	689,268	191,319	72,897	73,483	31,541	137,977	28,148	
Thousand Oaks	104.5	.0418	32.4	9.2	17.9	28.0	17.4	35.2	1,214,263	164,800	101,681	185,539	61,689	429,723	49,568	
• Ventura	92.4	.0370	34.3	9.7	18.6	21.2	27.4	36.9	1,234,814	194,404	106,557	138,806	85,314	415,497	34,909	
SUBURBAN TOTAL	443.0	.1772	31.7	9.5	18.1	24.2	19.9	142.9	3,117,334	886,336	292,952	433,203	123,626	682,345	131,263	
REDDING	144.4	.0578	34.0	8.8	17.2	22.3	26.0	54.2	1,038,182	222,488	92,617	93,747	48,100	225,775	67,452	
Shasta	144.4	.0578	34.0	8.8	17.2	22.3	26.0	54.2	1,038,182	222,488	92,617	93,747	48,100	225,775	67,452	
• Redding	56.3	.0225	33.2	10.9	18.4	20.7	26.1	22.8	827,993	142,372	74,451	91,574	37,563	212,228	51,932	
SUBURBAN TOTAL	88.1	.0353	34.6	7.4	16.4	23.4	26.0	31.4	210,189	80,116	18,166	2,173	2,537	13,547	15,520	
RIVERSIDE-SAN BERNARDINO	2,434.1	.9743	32.7	10.0	17.5	19.7	26.3	868.8	16,054,919	3,548,937	1,619,391	1,921,212	757,674	3,596,944	529,983	
Riverside	1,054.0	.4219	34.7	9.1	16.3	19.1	30.4	381.4	7,263,351	1,669,678	749,905	775,856	328,725	1,741,773	246,314	
• Palm Springs	32.0	.0128	47.0	7.2	13.4	18.6	46.7	15.0	546,561	105,272	79,814	49,441	20,040	130,350	21,684	
• Riverside	225.9	.0904	30.8	11.8	20.1	19.8	21.7	80.1	2,063,304	318,403	174,319	299,307	125,475	651,435	45,196	
San Bernardino	1,380.1	.5524	31.4	10.7	18.5	20.2	23.1	487.4	8,791,568	1,879,259	869,486	1,145,356	428,949	1,855,171	282,669	
China	60.3	.0241	28.2	11.2	23.9	21.0	12.8	16.8	368,575	89,281	39,571	68,296	11,881	70,109	13,997	
Ontario	129.5	.0518	28.8	10.9	21.7	18.3	18.3	43.8	901,076	188,405	87,533	90,391	17,108	276,589	24,782	
Rancho Cucamonga	100.2	.0401	28.8	8.3	24.0	22.1	13.0	31.5	344,912	106,390	62,304	9,972	11,352	18,258	15,556	



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Sources: *Benton & Bowles MSA 1980-89; Sacramento 1989
**ABC Newspaper Publisher's Statement for three months ending 3/31/89

CAL. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA
County
City

Total
Population
(Thousands)

%
Of
U.S.

Median
Age Of
Pop.

% of Population by Age Group

18-24
Years

25-34
Years

35-49
Years

50 &
Over

House-
holds
(Thousands)

RETAIL SALES BY STORE GROUP—1989



Total
Retail
Sales
(\$Mill)

Food
(\$Mill)

Eating &
Drinking
Places
(\$Mill)

General
Merch.
(\$Mill)

Furniture/
Appliances
(\$Mill)

Auto-
mobile
(\$Mill)

Drug
(\$Mill)

Redlands	61.7	.0247	33.3	10.7	17.6	21.4	25.6	22.9	521,873	97,238	54,096	52,446	23,036	182,112	23,126
San Bernardino	155.2	.0621	31.9	11.8	17.9	18.3	26.2	57.7	1,657,473	249,771	145,401	326,917	129,316	329,119	40,315
Upland	65.8	.0263	33.4	10.2	18.0	24.8	22.3	24.7	518,853	105,928	51,790	40,814	23,343	180,635	26,113
SUBURBAN TOTAL	2,021.0	.0990	32.9	9.7	17.3	19.8	26.5	716.0	11,787,581	2,875,291	1,199,857	1,245,347	482,843	2,484,040	422,788
SACRAMENTO	1,444.9	.5783	32.8	11.0	19.3	21.5	24.2	561.3	10,824,615	2,082,314	1,175,238	1,421,933	595,161	2,439,938	825,735
El Dorado	129.2	.0817	33.7	8.5	21.2	22.3	24.9	48.3	719,349	173,033	86,717	33,318	31,196	112,105	57,157
Pleasanton	163.7	.0658	34.7	8.6	17.3	23.7	25.9	61.1	1,474,591	295,482	153,537	47,989	42,960	499,360	71,206
Roseville	36.1	.0140	33.4	9.8	16.4	20.3	27.1	13.5	682,079	92,615	43,625	26,458	11,332	327,864	24,619
Sacramento	1,014.4	.4040	32.7	10.9	19.1	21.4	24.3	400.5	7,866,980	1,402,919	836,307	1,303,230	498,865	1,670,176	340,695
Sacramento	358.6	.1435	34.3	10.5	18.5	19.0	29.8	151.9	2,780,757	540,318	345,304	506,078	118,546	509,515	126,599
Yuba	137.6	.0531	30.2	17.2	19.3	19.4	21.3	51.4	763,675	178,080	98,687	45,476	22,120	158,297	56,677
Davis	44.7	.0179	26.9	27.5	24.7	18.1	12.0	17.4	255,872	63,697	38,680	82	5,045	72,572	20,222
Woodland	38.4	.0154	32.1	9.9	18.6	20.6	24.0	13.9	322,844	62,032	29,398	40,138	11,164	71,012	24,558
SUBURBAN TOTAL	966.7	.3875	32.6	10.6	19.3	22.7	23.6	364.6	6,783,063	1,293,632	718,230	850,177	449,074	1,458,975	329,937
SALINAS-SEASIDE-MONTEREY	383.0	.1421	30.6	13.0	19.7	19.1	22.2	116.3	2,173,673	390,848	301,860	238,006	117,828	362,282	108,395
Monterey	335.0	.1421	30.6	13.0	19.7	19.1	22.2	116.3	2,173,673	390,848	301,860	238,006	117,828	362,282	108,395
Monterey	31.0	.0124	32.2	14.1	25.2	17.7	25.3	12.5	424,404	80,850	88,448	71,206	26,809	32,335	21,533
Salinas	103.1	.0413	30.1	11.6	19.0	18.8	21.9	34.1	910,814	174,934	84,221	133,113	54,910	168,904	54,401
Seaside	37.8	.0151	24.9	23.6	20.9	15.8	12.8	10.1	259,706	9,516	18,455	7,898	14,654	161,615	1,761
SUBURBAN TOTAL	183.1	.0733	31.8	11.5	18.9	20.2	23.8	59.6	578,750	123,549	110,336	26,089	21,483	19,628	30,700
SAN DIEGO	2,486.5	.9952	31.8	13.5	19.5	19.9	23.8	906.7	18,779,195	3,671,446	2,175,907	2,176,358	1,361,718	4,184,023	638,624
San Diego	2,486.5	.9952	31.8	13.5	19.5	19.9	23.8	906.7	18,779,195	3,671,446	2,175,907	2,176,358	1,361,718	4,184,023	638,624
Chula Vista	183.1	.0613	33.7	10.7	16.5	22.2	25.7	54.6	954,057	200,661	102,559	223,910	82,948	95,373	46,277
El Cajon	89.7	.0359	31.7	13.6	18.4	19.7	24.3	35.2	1,296,462	245,117	102,337	130,829	64,864	388,780	44,371
Escondido	97.7	.0391	33.9	10.9	17.3	18.0	30.2	38.8	1,659,038	204,506	102,711	217,157	67,016	612,885	39,315
La Mesa	52.8	.0211	35.9	13.0	18.9	18.9	32.5	22.9	814,944	130,555	69,335	102,180	80,990	287,859	14,574
National City	59.9	.0240	26.7	19.7	19.8	15.1	18.4	17.9	895,752	101,541	60,905	139,841	33,608	408,794	23,311
Oceanside	118.3	.0474	31.9	14.3	17.5	16.5	28.2	45.3	674,979	184,549	89,584	68,037	56,038	78,205	31,095
San Diego	1,121.1	.4487	31.3	14.9	20.6	19.5	22.9	418.4	8,024,577	1,500,130	1,123,374	812,283	702,078	1,478,440	274,601
SUBURBAN TOTAL	1,367.3	.3074	32.1	12.6	18.5	20.5	24.1	449.5	9,095,580	1,946,810	949,820	1,146,913	492,624	2,092,698	324,708

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METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA
County
City

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
SAN FRANCISCO	1,598.4	6398	35.9	9.3	21.2	23.0	28.5	671.0	
Marin	232.1	0929	35.7	8.0	21.1	27.2	24.3	97.4	
Novato	47.5	0190	32.6	9.0	20.3	26.1	19.0	17.8	
San Rafael	47.0	0188	36.5	9.7	19.9	24.7	27.9	20.7	
San Francisco	730.8	2925	36.4	9.6	23.1	21.1	31.1	325.0	
• San Francisco	730.8	2925	36.4	9.6	23.1	21.1	31.1	325.0	
San Mateo	635.5	2544	33.4	9.4	19.0	23.7	26.9	248.6	
Daly City	86.4	0346	33.1	10.5	19.8	22.8	23.6	30.4	
Redwood City	60.4	0243	34.5	10.2	21.0	21.0	28.0	25.8	
San Mateo	85.0	0340	37.9	8.9	18.5	22.0	32.7	34.9	
South San Francisco	53.2	0213	33.4	10.7	18.4	22.4	24.7	19.2	
SUBURBAN TOTAL	867.6	3473	33.5	9.0	19.6	24.7	26.2	346.0	
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA	6,158.0	2,4649	33.6	10.3	20.1	22.7	24.5	2,374.1	
SAN JOSE	1,454.2	5839	33.0	11.4	19.8	23.9	20.1	515.2	
Santa Clara	1,454.2	5839	33.0	11.4	19.8	23.9	20.1	515.2	
Mountain View	62.9	0252	33.1	12.9	26.5	21.1	23.9	29.5	
• Palo Alto	57.1	0229	37.4	8.4	19.7	24.6	29.8	23.3	
• San Jose	749.8	3001	30.2	11.3	20.6	23.4	16.7	250.9	
Santa Clara	91.3	0365	32.5	14.5	20.9	21.8	23.0	34.9	
Sunnyvale	116.4	0466	33.8	11.6	20.3	24.0	23.6	46.7	
SUBURBAN TOTAL	649.3	2598	33.7	11.7	19.1	24.4	23.1	241.0	
SANTA BARBARA-SANTA MARIA- LOMPOC	343.5	1395	32.9	13.4	18.7	20.5	25.6	131.4	
Santa Barbara	343.5	1395	32.9	13.4	18.7	20.5	25.6	131.4	
• Lompoc	32.7	0131	31.9	11.1	18.9	23.1	21.1	12.1	
• Santa Barbara	81.5	0326	36.1	11.1	21.8	17.3	34.1	36.5	
• Santa Maria	54.7	0219	31.2	12.2	17.6	18.6	24.7	20.1	
SUBURBAN TOTAL	179.6	0719	32.1	15.1	17.6	22.1	22.8	62.7	
SANTA CRUZ	238.7	0956	32.9	11.3	21.8	19.2	26.1	89.0	
Santa Cruz	238.7	0956	32.9	11.3	21.8	19.2	26.1	89.0	
• Santa Cruz	48.9	0196	31.8	17.1	23.6	15.9	26.6	19.3	
SUBURBAN TOTAL	189.8	0760	33.2	9.8	21.3	20.1	26.0	69.7	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobile (\$000)	Drug (\$000)
14,350,759	2,599,730	2,100,526	1,576,076	1,016,799	2,174,905	670,030
2,266,667	468,083	268,382	190,364	174,062	366,416	124,567
334,864	93,058	36,141	5,307	16,591	63,351	27,725
868,891	104,764	66,544	133,400	101,457	196,117	34,999
6,241,916	1,122,084	1,210,764	641,419	411,604	532,030	245,825
6,241,916	1,122,084	1,210,764	641,419	411,604	532,030	245,825
5,842,176	1,009,563	621,380	744,293	431,123	1,276,539	299,620
705,924	81,781	63,662	147,456	89,733	102,864	47,801
904,305	137,412	80,459	140,560	44,468	242,144	39,671
978,773	140,423	85,434	185,147	80,595	118,650	52,283
590,369	108,671	110,869	91,103	41,833	74,954	21,854
6,108,843	1,477,646	889,762	934,637	605,185	1,642,955	424,195
48,828,283	9,763,749	5,855,799	5,533,532	3,394,384	8,832,463	2,447,910
11,668,636	2,148,433	1,258,918	1,554,193	889,880	2,198,768	572,845
11,668,636	2,148,433	1,258,918	1,554,193	889,880	2,198,768	572,845
550,883	104,187	58,909	116,546	75,711	29,469	48,169
831,698	111,172	116,761	93,134	45,671	110,875	21,740
4,505,160	1,020,396	471,042	547,444	308,959	719,389	226,019
1,496,983	149,443	108,594	257,739	168,100	461,865	48,113
1,086,830	178,532	121,422	190,720	63,788	225,940	57,839
6,331,778	1,016,885	671,115	913,614	535,173	1,368,504	324,786
2,535,392	467,209	326,378	183,136	127,866	405,036	125,877
2,535,392	467,209	326,378	183,136	127,866	405,036	125,877
207,199	56,945	23,016	12,084	8,542	39,508	14,831
941,682	204,038	144,431	70,246	62,122	146,119	40,477
580,484	119,813	51,606	68,096	28,132	152,527	28,062
806,047	286,413	107,325	32,710	28,652	66,482	42,507
1,868,318	444,058	218,782	114,653	78,900	459,509	92,121
1,868,318	444,058	218,782	114,653	78,900	459,509	92,121
614,369	117,918	89,314	39,198	24,734	142,465	23,360
1,253,949	326,140	129,468	75,455	54,174	297,044	68,761

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Source: The Scarborough San Francisco Market Study, 1987

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METRO & COUNTY TOTALS

CAL. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
SANTA ROSA-PETALUMA	380.1	.1932	34.1	8.8	19.6	20.8	27.5	150.7	3,028,752	635,651	300,743	321,496	166,594	579,618	165,061	
Sonoma	380.1	.1922	34.1	8.8	19.6	20.8	27.5	150.7	3,028,752	635,651	300,743	321,496	166,594	579,618	165,061	
• Petaluma	42.5	.0170	33.2	8.2	19.3	23.6	22.9	15.7	381,937	85,817	46,948	35,409	16,055	81,793	26,400	
• Santa Rosa	109.6	.0439	34.7	9.1	19.5	19.3	30.1	46.2	1,742,133	279,387	130,812	269,559	121,024	394,951	73,267	
SUBURBAN TOTAL	228.0	.0913	34.0	8.7	19.8	21.0	27.1	88.8	904,682	270,447	122,983	16,528	29,515	102,874	65,394	
STOCKTON	479.4	.1919	32.9	10.1	17.1	20.1	26.3	164.1	2,833,731	612,018	270,236	293,535	144,019	672,886	168,748	
San Joaquin	479.4	.1919	32.9	10.1	17.1	20.1	26.3	164.1	2,833,731	612,018	270,236	293,535	144,019	672,886	168,748	
• Lodi	50.8	.0203	36.9	9.7	15.3	20.4	32.3	19.2	477,364	95,034	39,416	34,165	29,284	125,088	34,474	
• Stockton	197.7	.0791	31.5	11.2	18.5	18.9	24.7	69.7	1,527,315	272,019	156,683	225,953	82,661	349,975	71,665	
SUBURBAN TOTAL	230.9	.0925	33.4	9.4	16.0	21.1	26.4	75.2	829,052	244,965	74,137	33,417	32,094	197,823	62,609	
VALLEJO-FAIRFIELD-NAPA	436.3	.1748	31.7	10.9	19.5	21.1	28.5	154.9	2,586,236	594,109	310,180	279,851	107,598	528,851	146,947	
Napa	107.9	.0422	36.4	9.6	16.6	21.0	31.1	41.5	685,843	162,441	102,054	43,801	31,533	101,680	42,559	
• Napa	58.6	.0235	34.3	9.4	16.1	21.7	27.0	23.6	505,727	127,293	50,657	41,017	26,018	74,453	37,384	
Solano	327.3	.1310	30.5	11.3	20.7	21.1	19.6	113.4	1,900,393	431,668	208,126	236,050	76,055	427,171	104,388	
• Fairfield	77.1	.0309	28.2	14.6	20.4	21.7	14.4	24.9	612,692	66,594	47,237	167,360	27,593	145,868	25,348	
• Vacaville	65.5	.0262	30.1	11.0	23.1	22.4	16.3	22.2	329,559	94,535	56,069	12,947	10,319	46,183	23,028	
• Vallejo	104.0	.0416	32.0	10.9	19.4	18.8	25.3	38.1	661,827	143,579	60,787	50,407	28,180	208,932	37,411	
SUBURBAN TOTAL	195.5	.0782	32.3	9.9	19.9	21.9	22.7	68.3	805,990	256,643	151,499	21,067	25,807	99,598	46,804	
VISALIA-TULARE-PORTERVILLE	307.7	.1232	31.2	9.9	16.4	19.9	24.0	100.4	1,450,875	406,179	110,394	123,021	70,189	294,050	98,503	
Tulare	307.7	.1232	31.2	9.9	16.4	19.9	24.0	100.4	1,450,875	406,179	110,394	123,021	70,189	294,050	98,503	
• Porterville	26.2	.0105	32.2	10.3	18.5	18.9	25.9	8.8	264,949	81,017	15,498	13,405	5,747	62,076	23,042	
• Tulare	29.9	.0120	30.7	10.1	16.4	18.0	23.0	10.2	192,513	52,861	16,472	8,110	12,859	36,485	18,365	
• Visalia	69.2	.0277	31.4	10.3	19.4	20.4	22.7	25.1	696,174	142,682	53,908	93,591	44,660	149,369	37,568	
SUBURBAN TOTAL	180.4	.0730	31.1	9.7	15.1	20.1	24.0	56.3	297,239	129,619	24,516	7,915	6,232	46,120	19,528	
YUBA CITY	122.6	.0491	31.8	11.0	17.1	21.3	28.3	44.8	610,056	158,997	55,803	73,025	33,901	106,026	27,172	
Sutter	64.1	.0257	33.3	10.1	16.0	22.9	24.5	23.4	378,912	106,342	38,590	44,288	25,613	54,770	14,103	
• Yuba City	23.5	.0094	31.8	13.4	19.0	18.7	25.2	9.9	345,517	98,781	34,776	41,664	23,221	51,448	14,414	
Yuba	58.5	.0234	30.4	12.0	18.2	19.6	22.0	21.4	231,144	52,655	17,213	28,737	8,288	51,256	12,469	
SUBURBAN TOTAL	99.1	.0397	31.9	10.5	16.6	21.9	23.9	34.9	264,539	60,216	21,027	31,361	10,680	54,578	12,718	
OTHER COUNTIES																
Alpine	1.4	.0006	30.6	14.9	20.7	24.2	16.8	.4	1,650	86	265	129	38	102	4	
Amador	29.0	.0116	39.4	8.9	14.2	20.3	36.2	11.7	135,935	46,450	13,562	1,146	7,596	11,571	13,159	
Calaveras	33.7	.0135	39.0	6.3	15.6	21.0	35.2	13.4	117,755	27,240	13,635	3,289	5,273	5,533	6,672	
Colusa	15.5	.0062	34.7	8.5	15.7	19.8	29.7	5.6	68,281	28,002	8,768	187	993	8,050	3,157	
Del Norte	20.6	.0082	33.8	9.0	17.1	19.6	28.3	8.1	91,674	28,291	10,684	2,296	2,302	2,992	8,570	
Glenn	24.2	.0097	34.4	8.7	15.4	20.3	28.8	8.8	89,579	30,134	9,818	2,194	1,696	10,451	5,225	
Humboldt	119.3	.0478	31.8	12.7	20.9	19.5	23.9	47.2	709,690	190,350	66,307	49,875	22,718	100,681	54,111	
Imperial	115.5	.0462	29.9	10.3	15.6	19.3	22.7	35.1	495,212	142,884	38,531	57,954	12,925	71,807	29,580	
Inyo	18.9	.0076	38.0	7.1	15.3	21.1	33.4	7.7	149,913	31,069	19,437	5,889	3,877	20,905	7,945	
Kings	94.3	.0377	30.4	12.6	16.6	19.0	23.4	28.2	383,027	101,120	49,307	31,470	15,246	81,988	24,810	
Lake	55.0	.0220	44.1	5.8	13.4	17.2	44.0	23.2	257,873	89,391	22,441	15,878	4,279	35,767	23,245	
Lassen	27.8	.0111	30.8	14.7	22.4	19.3	21.3	8.3	106,563	23,526	15,159	2,960	3,204	16,883	12,203	
Madura	84.6	.0339	31.9	8.6	17.2	20.1	24.6	28.0	340,640	98,046	34,293	11,191	9,207	70,497	27,445	
Mariposa	15.6	.0062	38.0	8.7	15.9	20.8	33.8	6.0	68,863	16,171	10,749	271	874	1,378	1,161	
Mendocino	78.8	.0316	33.7	7.7	19.6	21.0	26.4	30.5	523,767	165,304	57,467	26,999	20,371	68,393	41,570	

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The Stockton Record

CAL. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
Modoc	9.2	.0037	36.2	6.4	16.2	20.9	31.1	3.6	35,489	10,012	4,887	306	904	6,131	1,241
Mono	9.7	.0039	29.7	15.3	28.2	20.8	14.2	4.1	77,783	19,368	25,319	70	1,181	1,077	1,619
Nevada	81.3	.0325	36.9	6.4	18.3	20.3	32.7	31.8	457,324	127,655	44,748	15,857	22,076	59,571	33,115
Plumas	21.2	.0085	34.8	7.6	18.5	21.0	28.6	8.5	97,117	28,771	9,564	2,087	1,992	15,128	6,684
San Benito	36.0	.0144	31.3	9.2	16.8	20.0	23.8	12.0	155,323	46,263	14,085	1,766	4,914	30,489	10,191
San Luis Obispo	213.6	.0855	33.0	15.0	18.9	17.8	28.5	80.6	1,536,000	395,156	213,134	100,163	69,696	249,650	76,362
Sierra	3.6	.0014	36.1	7.0	19.9	21.0	30.7	1.5	8,813	2,903	1,425	36	371	398	372
Siskiyou	44.8	.0179	34.7	7.8	17.8	20.4	29.1	17.4	239,773	69,769	26,572	3,330	7,035	28,147	22,800
Tahama	48.4	.0193	36.4	8.1	14.8	21.1	31.0	18.8	266,520	62,268	23,352	10,134	9,173	62,497	15,930
Trinity	14.5	.0058	34.8	6.2	18.7	22.0	27.8	5.7	43,286	17,245	5,674	2,158	855	4,177	1,699
Tuolumne	47.1	.0189	34.8	9.2	19.8	19.9	29.6	17.2	286,066	85,640	37,179	8,451	10,122	35,016	29,600
TOTAL METRO COUNTIES	27,963.9	11.1928	32.7	11.0	19.0	21.5	34.1	10,237.1	206,572,679	40,616,340	23,941,821	22,928,189	13,030,313	44,042,780	8,638,962
TOTAL STATE	29,227.5	11.6985	32.7	11.0	18.9	21.4	34.3	10,700.5	213,316,595	42,509,454	24,718,183	23,284,295	13,369,281	45,042,089	9,097,432

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Source: The 1988 Scarborough Report, L.A. Market, Sales & Marketing Management's Survey of Buying Power 1989



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Source: Sales & Marketing Management—1990 Survey of Buying Power, 1988 Scarborough Report.

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METRO & COUNTY TOTALS

CAL. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
ANAHEIM-SANTA ANA	39,243,128	37,614	14.5	22.6	19.6	34.4	1.1500
Orange	39,243,128	37,614	14.5	22.6	19.6	34.4	1.1500
* Anaheim	3,892,595	33,276	17.1	25.3	19.3	28.0	1.164
Buena Park	1,030,821	37,539	13.9	23.4	23.4	31.2	0.340
Costa Mesa	1,547,229	32,606	17.3	25.6	19.3	26.9	0.643
Cypress	784,356	46,361	9.6	18.4	21.9	44.6	0.202
Fountain Valley	925,436	49,837	8.1	17.0	21.9	49.7	0.256
Fullerton	2,006,272	35,670	15.4	23.5	17.7	33.3	0.588
Garden Grove	2,085,087	35,966	14.9	24.1	22.0	29.7	0.626
Huntington Beach	3,379,405	40,090	12.9	21.9	20.3	37.5	0.927
Irvine	2,241,232	51,760	6.7	17.7	19.6	52.6	0.621
La Habra	803,539	34,873	15.4	25.1	19.9	29.9	0.232
Newport Beach	1,961,419	44,304	12.5	19.1	14.5	44.9	0.552
Orange	1,714,176	36,982	15.1	22.3	19.5	33.5	0.597
* Santa Ana	2,935,298	30,444	18.9	26.4	20.4	21.9	1.009
Westminster	1,194,910	38,666	13.6	21.9	21.9	34.1	0.391
SUBURBAN TOTAL	32,415,235	39,279	13.6	21.8	19.5	36.8	0.927
BAKERSFIELD	6,656,858	26,129	21.9	25.5	17.4	18.5	1.1966
Kern	6,656,858	26,129	21.9	25.5	17.4	18.5	1.1966
* Bakersfield	2,384,346	29,258	19.1	24.6	18.9	21.9	0.806
SUBURBAN TOTAL	4,272,512	24,708	23.3	25.9	16.6	16.9	1.1180
CHICO	1,991,130	19,163	27.9	25.7	12.3	10.0	0.6028
Butte	1,991,130	19,163	27.9	25.7	12.3	10.0	0.6028
* Chico	363,149	15,992	26.2	22.8	11.0	7.8	0.168
SUBURBAN TOTAL	1,627,981	19,874	28.2	26.5	12.7	10.6	0.460
FRESNO	8,067,417	25,525	22.6	25.4	16.2	19.0	0.2441
Fresno	8,067,417	25,525	22.6	25.4	16.2	19.0	0.2441

METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
* Fresno	4,106,499	23,988	23.3	24.6	16.2	16.8	1.1387
SUBURBAN TOTAL	3,960,918	27,539	21.8	26.3	16.2	21.7	1.054
LOS ANGELES-LONG BEACH	135,162,824	30,489	18.4	23.0	16.5	27.5	3.8702
Los Angeles	135,162,824	30,489	18.4	23.0	16.5	27.5	3.8702
Alhambra	1,143,192	28,563	20.1	25.9	18.4	21.9	0.365
Arcadia	1,077,847	42,648	13.7	18.2	16.1	43.5	0.295
Baldwin Park	635,781	29,201	18.1	28.8	21.2	17.5	0.184
Bellflower	923,715	29,854	18.3	24.9	20.8	21.5	0.257
* Burbank	1,649,757	31,982	17.8	25.2	17.2	28.1	0.479
Carson	1,250,954	42,279	11.8	19.7	22.2	39.3	0.378
Cerritos	992,296	54,787	4.6	13.2	20.9	58.6	0.430
Compton	814,972	24,148	21.8	24.6	16.1	17.3	0.242
Downey	1,554,516	35,070	16.7	23.8	19.3	30.9	0.493
El Monte	988,760	24,966	23.2	27.0	17.2	15.6	0.364
Gardena	783,779	32,503	16.6	25.7	19.4	26.3	0.250
Glendale	3,022,942	29,917	18.7	24.5	16.3	26.4	0.897
Hawthorne	1,053,755	30,902	18.6	26.9	19.2	24.4	0.300
Huntington Park	512,449	20,623	26.3	27.6	12.8	11.1	0.176
Inglewood	1,426,554	26,317	20.1	27.8	15.7	19.6	0.417
Lakewood	1,271,267	41,248	11.4	20.4	25.1	36.3	0.387
La Mirada	675,107	45,815	7.7	18.7	23.7	44.2	0.180
Lancaster	1,228,977	35,512	14.3	22.8	20.6	30.2	0.403
* Long Beach	6,769,491	26,900	20.4	23.6	16.1	22.8	1.819
* Los Angeles	53,084,633	26,783	20.6	22.7	14.4	24.5	1.4909
Lynwood	557,407	26,396	19.8	26.9	18.6	17.2	0.159
Montebello	795,841	31,000	17.0	25.1	17.7	26.2	0.254
Monterey Park	943,614	34,429	15.3	23.9	18.1	31.1	0.255

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COUNTY**
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HEART
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CAL. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EMI (\$000)	Median Hold. EMI	% of Hols. by EMI Group				Buying Power Index
			A	B	C	D	
Norwalk	1,131,955	34,341	14.8	26.3	21.9	26.9	.0368
• Pasadena	2,308,122	27,864	20.1	23.0	14.7	25.9	.0723
Pico Rivera	659,916	32,770	16.3	26.9	21.5	24.7	.0179
• Pomona	1,412,334	27,717	10.2	25.6	18.6	20.0	.0434
Radiantia Beach	1,370,650	39,227	12.5	22.6	21.1	35.8	.0361
Rosemead	549,875	27,820	20.5	26.1	18.4	20.8	.0167
Santa Monica	2,065,140	29,335	19.3	25.0	15.9	25.8	.0643
South Gate	948,241	25,467	22.1	26.0	19.0	16.1	.0318
Torrance	2,776,449	42,688	11.8	20.0	19.2	41.7	.0948
West Covina	1,665,758	42,297	10.8	21.1	21.6	40.2	.0498
Whittier	1,368,635	34,281	16.6	22.6	17.8	31.1	.0387
SUBURBAN TOTAL	69,938,487	34,005	16.4	23.1	18.3	30.3	2.0338
LOS ANGELES-ANAHEIM-RIVERSIDE							
CONSOLIDATED AREA	216,697,063	31,456	18.2	23.2	17.3	27.6	6.3834
MERCED	1,742,272	21,169	27.3	27.3	13.7	11.7	.0544
• Merced	1,742,272	21,169	27.3	27.3	13.7	11.7	.0544
• Merced	551,866	20,418	26.1	25.2	14.2	11.4	.0211
SUBURBAN TOTAL	1,190,406	21,476	28.0	28.2	13.6	11.8	.0333
MODESTO	8,103,331	24,175	23.3	27.2	16.1	15.2	.1324
Stanislaus	4,103,331	24,175	23.3	27.2	16.1	15.2	.1324
• Modesto	1,913,269	26,695	21.3	28.7	17.6	17.0	.0670
• Turlock	451,341	22,122	24.2	25.1	16.1	12.8	.0156
SUBURBAN TOTAL	1,738,621	22,312	25.2	26.1	14.6	14.1	.0498
OAKLAND	35,278,524	34,914	15.7	21.1	18.2	31.4	.9676
Alameda	20,111,094	31,440	17.4	22.3	18.4	26.5	.5745
Alameda	1,343,531	30,622	19.3	25.9	17.7	25.7	.0407
• Berkeley	1,716,532	22,769	22.5	21.9	12.6	20.1	.0512

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EMI (\$000)	Median Hold. EMI	% of Hols. by EMI Group				Buying Power Index
			A	B	C	D	
Fremont	2,862,976	42,465	10.8	19.7	24.8	38.2	.0008
Hayward	1,599,167	33,641	15.9	25.1	21.1	26.5	.0524
• Livermore	932,061	41,829	10.7	19.9	25.1	36.8	.0249
• Oakland	5,235,553	23,257	21.4	22.5	14.4	18.4	.1443
San Leandro	1,195,816	32,684	17.5	25.0	20.2	26.1	.0384
Elmeria Costa	15,167,430	41,049	13.0	19.1	18.2	40.0	.3931
Antioch	903,968	37,422	14.5	20.8	23.0	31.1	.0251
Concord	2,014,157	40,404	12.7	21.5	19.8	38.1	.0423
Richmond	1,164,531	27,896	19.3	22.9	17.2	22.8	.0338
Walnut Creek	1,641,786	44,301	12.7	19.3	15.7	44.9	.0468
SUBURBAN TOTAL	27,394,378	38,682	13.8	20.7	19.6	35.9	.7472
OXNARD-VENTURA	10,446,535	37,524	15.2	22.1	19.7	24.1	.3045
Ventura	10,446,535	37,524	15.2	22.1	19.7	24.1	.3045
• Oxnard	1,721,673	31,050	19.1	26.7	19.6	24.1	.0531
Simi Valley	1,569,162	48,220	8.0	15.8	24.2	47.3	.0440
Thousand Oaks	1,962,259	47,650	10.0	18.3	19.5	46.9	.0594
• Ventura	1,564,043	33,119	17.6	23.7	18.2	29.0	.0527
SUBURBAN TOTAL	7,160,819	40,874	13.4	20.4	20.0	38.5	.1987
REDWOOD	1,584,361	21,206	26.7	26.2	14.6	11.9	.0638
Shasta	1,584,361	21,206	26.7	26.2	14.6	11.9	.0638
• Redding	678,756	21,256	26.8	25.4	14.9	12.5	.0293
SUBURBAN TOTAL	905,605	21,168	26.7	26.8	14.4	11.4	.0245
RIVERSIDE-SAN BERNARDINO	31,844,576	27,599	21.3	25.2	17.8	28.6	.9887
Riverside	13,877,800	26,222	22.7	25.4	16.4	20.1	.4220
• Palm Springs	612,885	25,310	23.8	22.2	13.6	24.1	.0214
• Riverside	3,070,634	29,583	19.4	24.0	18.1	23.6	.1007
San Bernardino	17,966,776	28,628	20.2	25.0	18.9	20.9	.5367

GROWTH MANAGEMENT

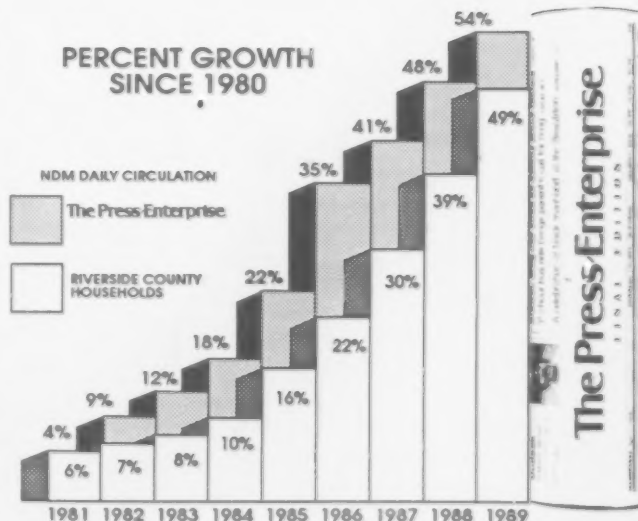
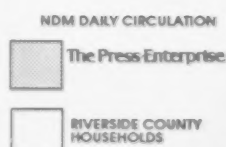
The Riverside-San Bernardino PMSA was the fastest growing major metro area in the country during the 1980s. And national estimates indicate it will remain number one in population growth through the 1990s.

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PERCENT GROWTH SINCE 1980



SOURCES: U.S. Census Bureau, SAIM's 1989 Survey of Buying Power Data service, California Department of Finance, ABC Audit Reports 6/80-6/89.

METRO & COUNTY TOTALS

CAL. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
China	817,790	41,917	10.5	19.5	24.3	37.3	.0237
Ontario	1,764,527	33,989	16.3	24.1	22.1	26.3	.0529
Rancho Cucamonga	1,596,168	43,532	9.7	19.3	25.6	40.0	.0383
Redlands	1,035,584	34,387	15.3	22.1	17.7	31.4	.0298
* San Bernardino	2,007,729	25,288	22.0	24.1	16.9	18.4	.0718
Upland	1,193,059	37,810	13.5	22.0	18.6	35.5	.0325
SUBURBAN TOTAL	26,153,328	27,515	21.4	25.4	17.9	20.3	.7648
SACRAMENTO	21,223,580	29,735	20.1	24.4	18.2	22.5	.6271
El Dorado	1,733,096	27,605	21.5	27.8	18.3	18.9	.0492
Placer	2,407,709	30,303	19.6	23.8	18.1	24.8	.0735
* Roseville	494,370	29,130	21.4	23.5	19.2	21.9	.0222
Sacramento	15,261,175	29,175	19.7	24.3	18.5	22.9	.4504
* Sacramento	5,208,043	24,500	22.1	23.3	15.9	19.0	.1564
Yolo	1,821,600	24,735	22.2	22.9	16.1	19.6	.0520
* Davis	615,560	23,847	22.3	20.7	14.7	21.3	.0174
* Woodland	529,020	29,461	18.8	25.7	20.3	20.4	.0167
SUBURBAN TOTAL	14,376,587	30,694	19.1	25.1	19.3	24.0	.4144
SALINAS-SEASIDE-MONTEREY	4,835,904	29,876	19.6	26.6	18.4	23.3	.1398
Monterey	4,835,904	29,876	19.6	26.6	18.4	23.3	.1398
* Monterey	511,163	29,909	19.2	27.4	18.6	22.7	.0176
* Salinas	1,272,442	28,942	19.4	27.0	19.5	20.5	.0435
* Seaside	403,273	25,147	25.1	30.4	16.7	14.5	.0137
SUBURBAN TOTAL	2,649,026	31,457	18.8	23.7	17.9	26.4	.0650

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
SAN DIEGO	38,270,528	29,916	19.8	24.6	17.4	25.3	1.1084
San Diego	38,270,528	29,916	19.8	24.6	17.4	25.3	1.1084
Chula Vista	2,196,384	31,767	18.3	24.4	19.0	26.1	.0623
El Cajon	1,265,405	26,483	22.3	25.9	16.8	19.9	.0490
* Escondido	1,399,012	26,992	23.1	25.5	18.3	19.6	.0580
La Mesa	898,001	29,390	20.8	24.8	19.1	22.7	.0321
National City	626,249	21,567	26.9	28.9	13.2	11.6	.0299
Oceanside	1,664,866	26,688	24.6	27.2	16.7	20.2	.0466
* San Diego	17,515,479	28,646	20.4	24.7	16.5	24.3	.4959
SUBURBAN TOTAL	19,356,037	31,434	19.0	24.5	18.1	26.7	.5543
SAN FRANCISCO	32,627,833	36,012	15.0	22.2	17.4	33.8	.8742
Marin	5,502,608	42,819	12.5	19.4	17.0	43.0	.1418
Novato	939,431	43,196	12.4	20.2	19.1	42.3	.0239
San Rafael	1,056,528	37,530	15.4	21.1	15.6	37.5	.0350
San Francisco	14,731,518	31,280	16.9	23.1	16.4	28.8	.3913
* San Francisco	14,731,518	31,280	16.9	23.1	16.4	28.8	.3913
San Mateo	12,393,707	39,184	13.6	21.9	19.6	36.7	.3411
Daly City	1,346,234	36,757	14.7	24.0	21.8	31.3	.0397
Redwood City	1,102,228	32,891	17.7	24.3	17.6	29.5	.0374
San Mateo	1,746,071	37,717	14.1	23.2	20.3	34.1	.0504
South San Francisco	859,814	38,523	12.9	21.7	23.8	32.6	.0276
SUBURBAN TOTAL	17,896,315	40,107	13.3	21.3	18.9	38.4	.4829

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METRO & COUNTY TOTALS

CAL. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
SAN FRANCISCO-OAKLAND-SAN JOSE							
CONSOLIDATED AREA	110,377,269	35,963	15.3	21.7	18.4	33.0	3.0225
SAN JOSE	26,770,972	42,126	12.1	20.1	19.1	40.8	.7270
Santa Clara	26,770,972	42,126	12.1	20.1	19.1	40.8	.7270
Mountain View	1,341,277	36,035	14.0	26.2	21.1	30.5	.0350
• Palo Alto	1,354,732	44,492	11.9	19.5	16.4	44.8	.0397
• San Jose	12,319,943	41,290	12.6	19.8	20.0	39.0	.3259
Santa Clara	1,676,736	39,864	12.8	22.7	19.4	37.5	.0589
Sunnyvale	2,387,444	42,215	11.4	22.1	19.8	40.8	.0646
SUBURBAN TOTAL	13,096,297	42,858	11.7	20.5	18.5	42.2	.3614
SANTA BARBARA-SANTA MARIA-							
LOMPOC	5,377,477	29,502	20.3	24.3	17.3	24.6	.1539
Santa Barbara	5,377,477	29,502	20.3	24.3	17.3	24.6	.1539
• Lompoc	437,693	27,717	21.7	23.4	20.1	18.8	.0129
• Santa Barbara	1,360,319	25,223	23.2	25.8	14.3	20.6	.0436
• Santa Maria	694,174	27,006	21.4	26.6	20.0	16.9	.0251
SUBURBAN TOTAL	2,885,291	33,785	17.9	22.9	17.6	30.6	.0723
SANTA CRUZ	3,646,842	29,550	19.8	22.9	16.9	25.7	.1071
Santa Cruz	3,646,842	29,550	19.8	22.9	16.9	25.7	.1071
• Santa Cruz	710,838	24,797	22.2	22.2	15.5	20.7	.0254
SUBURBAN TOTAL	2,936,004	30,954	19.2	23.1	17.3	27.1	.0817
SANTA ROSA-PETALUMA	6,113,598	31,297	18.5	23.5	18.8	26.0	.1763
Sonoma	6,113,598	31,297	18.5	23.5	18.8	26.0	.1763
• Petaluma	674,990	37,325	14.8	20.3	22.1	31.5	.0203
• Santa Rosa	1,851,326	30,799	18.8	24.4	18.9	25.0	.0673
SUBURBAN TOTAL	3,587,282	30,557	19.0	23.7	18.2	25.5	.0887
STOCKTON	5,388,366	25,401	21.7	25.1	17.2	17.6	.1728
San Joaquin	5,388,366	25,401	21.7	25.1	17.2	17.6	.1728
• Lodi	653,971	25,631	22.1	24.9	16.7	18.6	.0223
• Stockton	2,233,467	23,497	22.7	24.3	16.3	15.7	.0764
SUBURBAN TOTAL	2,700,828	27,148	20.7	26.1	18.0	19.0	.0741
VALLEJO-FAIRFIELD-NAPA	5,939,500	30,227	19.2	25.5	20.5	21.5	.1703
Napa	1,850,972	33,840	17.3	22.6	18.6	29.8	.0488
• Napa	1,004,062	34,387	17.1	22.3	20.0	29.1	.0288
Solano	4,088,528	29,135	20.0	26.6	21.1	18.5	.1215
• Fairfield	899,239	27,522	23.6	26.5	19.7	17.8	.0305
Vacaville	821,267	31,545	16.7	28.1	24.2	18.6	.0235
• Vallejo	1,281,151	26,844	20.8	26.9	19.6	16.3	.0394
SUBURBAN TOTAL	2,755,048	31,933	17.6	25.4	21.4	23.2	.0716

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
VISALIA-TULARE-PORTERVILLE	2,833,075	19,809	29.0	26.2	12.8	10.5	.0930
Tulare	2,833,075	19,809	29.0	26.2	12.8	10.5	.0930
• Porterville	237,873	19,258	27.0	25.3	14.4	8.5	.0103
• Tulare	274,451	19,516	28.3	27.0	12.8	9.0	.0099
• Visalia	782,317	23,335	24.5	27.2	16.2	13.4	.0296
SUBURBAN TOTAL	1,538,434	18,741	31.4	25.8	11.0	9.7	.0432
YUBA CITY	1,346,329	21,159	27.4	25.8	13.5	13.3	.0409
Sutter	749,334	23,083	25.4	25.5	14.7	16.0	.0232
• Yuba City	271,131	19,814	28.4	26.9	11.8	10.9	.0120
Yuba	596,995	19,472	29.6	26.2	12.1	10.4	.0177
SUBURBAN TOTAL	1,075,198	21,551	27.1	25.5	14.0	14.0	.0289
OTHER COUNTIES							
Alpine	12,376	21,000	22.0	25.1	9.7	17.5	.0003
Amador	369,216	24,044	24.4	27.1	18.8	12.7	.0103
Colaveras	394,421	21,919	26.5	28.6	14.0	11.7	.0108
Colusa	183,493	23,176	24.3	27.0	13.0	17.0	.0053
Del Norte	205,584	18,557	28.1	26.6	11.9	7.9	.0063
Glenn	278,544	23,292	24.1	28.3	14.9	14.4	.0078
Humboldt	1,432,755	22,451	24.4	26.1	15.2	13.5	.0437
Imperial	1,024,450	20,567	27.3	26.2	13.7	11.5	.0335
Inyo	246,158	24,170	23.1	25.3	16.8	15.7	.0078
Kings	866,808	22,013	26.8	27.8	14.8	12.1	.0274
Lata	607,344	17,450	31.0	22.0	11.5	10.1	.0182
Lassen	234,634	21,134	28.2	29.4	15.0	8.4	.0076
Madera	937,729	24,462	23.7	24.9	17.1	16.3	.0270
Mariposa	183,171	20,359	28.9	25.5	15.0	10.2	.0052
Mendocino	914,586	22,568	24.2	28.4	15.3	11.7	.0293
Modoc	103,888	20,438	27.2	25.4	12.8	12.9	.0030
Mono	169,006	30,574	21.6	25.1	20.5	22.5	.0047
Nevada	1,052,746	24,908	23.5	26.5	17.0	16.4	.0305
Plumas	257,910	23,240	25.4	29.1	15.5	12.9	.0073
San Benito	435,151	28,255	21.1	27.6	19.9	18.4	.0122
San Luis Obispo	2,724,441	23,949	24.5	25.6	16.4	16.3	.0852
Sierra	41,882	21,250	23.1	26.0	16.1	10.5	.0010
Siskiyou	483,570	21,166	25.6	28.8	14.7	9.0	.0151
Tehama	188,181	19,470	25.9	28.4	12.2	8.3	.0158
Trinity	163,077	22,039	25.9	29.7	14.3	10.7	.0045
Tuolumne	479,966	20,022	29.2	26.3	14.5	9.3	.0160
TOTAL METRO COUNTIES	430,694,760	31,183	18.4	23.4	17.5	27.1	12.3879
TOTAL STATE	444,988,647	30,713	18.7	23.5	17.4	26.5	12.8237

Colorado

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-44 Years	45-54 Years	55 & Over	
BOULDER-LONGMONT	223.2	.0893	30.0	15.6	23.8	21.8	16.3	86.5	
Boulder	223.2	.0893	30.0	15.6	23.8	21.8	16.3	86.5	
• Boulder	78.0	.0312	28.6	25.1	25.1	18.2	15.8	31.1	
• Longmont	53.3	.0213	30.8	9.8	21.8	21.3	19.5	20.4	
SUBURBAN TOTAL	91.9	.0368	30.9	10.9	23.9	25.2	14.9	35.0	
COLORADO SPRINGS	400.9	.1605	29.7	14.3	19.6	21.7	17.9	146.8	
El Paso	400.9	.1605	29.7	14.3	19.6	21.7	17.9	146.8	
• Colorado Springs	291.6	.1167	30.9	12.6	19.9	21.6	20.4	114.9	
SUBURBAN TOTAL	109.3	.0438	26.2	18.6	18.9	22.0	11.4	31.9	
DENVER	1,481.9	.6734	31.6	10.4	21.6	22.7	19.9	674.1	
Adams	285.8	.1144	29.4	11.9	20.4	21.8	16.8	105.9	
Thornton	53.3	.0213	27.8	11.1	25.7	18.7	12.7	18.6	
Westminster	66.5	.0266	28.3	10.8	27.3	20.5	11.1	23.5	
Arapahoe	405.7	.1624	31.3	9.3	21.9	25.4	16.5	158.7	
Aurora	232.8	.0932	29.9	10.5	25.8	22.5	14.4	87.8	
Denver	495.3	.1983	32.8	11.9	22.7	17.9	27.1	227.3	
• Denver	495.3	.1983	32.8	11.9	22.7	17.9	27.1	227.3	
Douglas	49.8	.0200	32.5	5.9	18.4	30.7	14.7	15.5	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Enting & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
1,840,832	402,792	202,578	187,901	94,802	414,694	39,943
1,860,832	402,792	202,578	187,901	94,802	414,694	39,943
963,512	178,102	115,493	110,448	61,040	185,919	14,731
469,000	103,398	39,373	58,600	16,725	129,078	14,188
428,320	119,292	47,712	18,853	17,037	99,697	11,024
2,770,638	474,611	277,847	372,797	173,585	640,511	51,473
2,770,638	474,611	277,847	372,797	173,585	640,511	51,473
2,556,387	434,773	253,570	325,034	167,740	634,630	48,981
214,241	39,838	24,277	47,763	5,845	5,801	2,492
12,046,878	2,438,918	1,295,205	1,704,818	754,050	2,500,465	235,414
1,921,973	376,220	156,326	248,713	113,673	462,456	34,403
358,541	92,833	27,347	52,007	14,004	99,628	8,740
402,520	67,458	37,273	104,244	36,773	51,347	3,723
3,766,912	629,014	294,287	636,842	163,517	1,025,994	62,135
1,889,851	367,300	152,912	404,486	95,785	383,308	38,407
3,339,867	746,397	532,051	359,727	271,571	355,896	73,934
3,339,867	746,397	532,051	359,727	271,571	355,896	73,934
191,599	64,009	18,117	7,191	17,394	19,533	2,873

METRO & COUNTY TOTALS

COLO. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City

METRO AREA		Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
County	City				18-24	25-34	35-49	50 & Over									
Jefferson		445.3	1.783	31.7	9.2	21.2	25.3	17.6	166.7	2,848,527	623,278	294,424	352,345	187,895	636,586	62,069	
Arvada		93.0	0.372	30.8	9.1	20.2	26.3	15.2	33.2	398,546	156,693	37,403	51,328	20,438	15,301	8,465	
Lakewood		122.2	0.489	33.7	9.9	18.1	26.4	21.2	47.6	1,202,624	170,084	120,501	187,404	73,637	383,293	19,301	
SUBURBAN TOTAL		1,186.6	4.751	31.0	9.7	21.1	24.7	16.9	446.8	8,729,011	1,692,521	763,154	1,345,091	482,479	2,144,569	161,480	
DENVER-Boulder CONSOLIDATED AREA																	
AREA		1,905.1	7.627	31.4	11.0	21.9	22.6	19.4	760.6	13,929,710	2,841,710	1,497,783	1,892,719	848,852	2,915,159	275,857	
FORT COLLINS-LOVELAND																	
Larimer		188.5	0.755	29.8	16.0	21.8	19.8	18.9	72.4	1,301,768	274,684	136,548	133,331	73,506	274,056	26,776	
Fort Collins		79.7	0.319	27.4	24.9	23.0	16.5	16.0	30.5	828,813	180,844	85,929	100,365	54,765	174,218	17,925	
Loveland		38.5	0.154	32.3	9.5	20.2	20.6	23.9	15.2	330,793	69,597	27,540	28,486	9,261	86,345	6,547	
SUBURBAN TOTAL		70.3	0.282	31.6	9.6	21.5	23.1	19.5	26.7	142,162	24,243	23,079	4,480	9,480	13,493	2,304	
GREELEY																	
Weld		139.5	0.558	29.8	14.0	18.8	20.1	20.1	51.6	636,272	159,002	61,558	90,497	27,155	144,162	13,578	
Greeley		58.9	0.236	28.6	19.4	19.6	17.2	20.7	23.0	480,633	125,504	41,019	78,998	22,333	112,057	7,476	
SUBURBAN TOTAL		80.6	0.322	30.6	10.0	18.3	22.2	19.9	28.6	155,639	33,498	20,539	11,499	4,822	32,105	6,102	
PUEBLO																	
Pueblo		129.0	0.516	33.1	10.0	16.5	19.7	27.2	50.3	739,611	174,298	74,342	111,561	43,930	160,521	18,632	
Pueblo		102.4	0.410	33.2	10.4	16.7	18.7	28.3	40.8	689,206	161,496	66,463	111,139	42,269	154,733	15,858	
SUBURBAN TOTAL		26.6	0.106	33.0	8.5	15.8	23.8	23.0	9.5	50,405	12,802	7,879	422	1,661	5,788	2,764	
OTHER COUNTIES																	
Alamosa		12.8	0.051	28.8	15.8	17.6	18.7	20.5	4.7	85,738	19,270	8,849	19,613	2,804	12,942	273	
Archuleta		4.9	0.020	32.8	7.0	17.9	21.7	24.3	2.1	36,685	13,328	2,866	29	1,307	1,633	681	
Baca		5.2	0.020	35.8	8.1	14.9	19.9	31.1	1.9	20,324	3,121	849	1,429	91	4,092	461	
Bent		5.4	0.022	36.5	7.1	14.4	19.5	32.5	1.9	13,624	4,431	635	682	90	2,981	914	
Chaffee		13.3	0.054	32.4	12.3	18.0	19.9	25.4	5.1	72,312	16,292	6,271	10,553	1,661	13,481	813	
Cheyenne		2.3	0.009	35.3	7.5	15.6	16.6	33.7	0.9	5,522	575	911	23	103	1,519	99	
Clear Creek		6.9	0.027	30.4	9.1	28.8	21.2	15.6	3.0	27,098	8,136	6,807	600	243	1,723	623	
Conejos		8.1	0.033	30.2	8.9	14.2	18.7	24.4	2.8	14,586	5,901	653	292	176	429	1,180	
Costilla		3.8	0.015	34.7	8.4	13.8	20.1	29.5	1.2	2,261	439	242	301	75	186	8	
Crowley		3.2	0.013	57.5	5.4	9.0	13.8	55.8	0.9	5,054	2,060	492	18	70	1,213	554	
Custer		2.0	0.008	35.0	7.7	16.6	21.9	28.1	0.6	4,967	1,250	349	1,337	64	159	91	
Delta		22.3	0.089	37.3	7.1	14.8	19.4	34.0	8.8	71,625	23,692	5,021	6,625	2,582	11,399	3,210	
Dolores		1.7	0.006	33.3	8.6	15.3	21.4	26.1	0.6	4,408	1,250	291	12	52	1,427	5	
Eagle		17.4	0.069	29.1	15.6	35.7	18.9	9.9	7.3	236,672	45,986	53,697	1,108	8,412	2,644	5,260	
Elbert		9.9	0.040	32.3	6.1	19.7	24.5	20.3	3.5	15,198	4,193	1,262	49	191	1,600	333	
Fremont		32.2	0.128	36.5	7.8	16.8	19.4	32.8	12.1	106,966	31,648	13,148	7,532	2,578	17,974	4,272	
Garfield		28.4	0.114	31.2	10.7	22.3	21.2	20.2	11.0	220,987	50,888	21,616	12,326	7,671	62,757	9,062	
Gilpin		2.8	0.011	32.1	6.2	29.0	25.0	16.6	1.3	5,618	233	1,316	26	109	273	436	
Grand		8.7	0.035	29.9	11.4	26.6	21.1	15.4	3.5	56,392	16,509	9,874	827	599	4,976	2,299	
Gunnison		10.8	0.043	26.4	28.6	23.5	17.1	12.6	4.1	60,914	14,439	9,407	4,098	889	8,587	1,136	
Hinsdale		5	0.002	33.3	8.0	23.2	25.6	20.4	2	2,744	596	608	10	39	98	4	
Huerfano		6.5	0.026	37.8	6.8	13.5	18.0	35.5	2.6	22,712	8,559	2,090	46	248	2,577	110	
Jackson		1.7	0.007	32.3	9.6	19.1	24.8	20.0	0.7	6,642	2,598	847	25	107	1,615	9	
Kiowa		1.8	0.007	42.3	6.3	11.3	19.0	41.4	0.6	3,428	1,262	213	17	71	339	381	
Kit Carson		7.5	0.030	34.4	8.4	15.2	20.0	29.1	2.9	44,121	11,775	1,572	1,943	1,184	12,793	2,237	
Lake		6.6	0.026	27.1	15.2	22.3	19.8	12.5	2.3	23,704	8,193	3,338	193	208	1,212	1,076	
La Plata		32.0	0.128	30.2	16.0	19.6	19.9	20.7	12.0	221,820	60,606	27,156	12,433	10,828	39,499	7,362	
Las Animas		13.7	0.055	36.0	9.9	13.8	16.6	34.6	5.4	57,625	18,065	3,493	7,284	2,382	11,040	1,685	
Lincoln		4.5	0.018	39.5	8.3	12.8	21.1	35.6	1.8	38,095	5,778	7,690	35	572	5,729	884	
Logan		18.5	0.074	32.6	12.3	15.1	19.1	27.3	7.2	111,922	16,903	9,861	18,106	4,019	32,763	2,774	
Mesa		91.3	0.365	31.9	10.8	19.2	23.2	23.9	34.4	550,895	91,509	80,687	73,478	28,598	108,601	13,076	
Mineral		7	0.003	33.3	9.1	19.0	25.1	21.7	0.3	3,089	619	440	4	17	45	2	
Moffat		13.2	0.053	29.0	11.1	22.4	21.2	15.4	4.9	64,304	21,155	5,639	6,215	1,255	17,153	480	
Montezuma		18.9	0.075	31.9	8.8	16.6	21.4	23.4	6.8	110,949	20,425	11,333	15,489	2,677	20,673	1,730	
Montrose		24.8	0.100	33.8	7.9	16.5	22.6	25.4	9.3	137,106	38,891	12,779	10,474	5,022	26,917	3,232	
Morgan		22.3	0.089	32.9	9.5	16.3	19.6	26.9	8.4	99,081	27,231	9,326	11,577	2,892	14,829	2,443	
Otero		20.8	0.083	34.1	8.8	14.5	19.0	29.6	8.0	80,948	21,869	7,159	9,178	3,303	9,718	7,888	
Ouray		2.3	0.009	34.9	5.8	19.7	23.5	26.3	0.7	12,618	1,759	3,135	315	181	485	180	
Park		7.8	0.032	31.3	6.1	25.0	24.3	16.4	3.0	13,641	1,468	2,126	239	307	1,056	21	
Phillips		4.2	0.016	37.7	7.4	14.0	19.4	34.5	1.8	22,051	5,626	980	832	102	9,770	713	
Pitkin		11.5	0.046	30.9	12.4	37.1	25.1	9.7	5.1	217,181	29,884	61,448	1,110	10,785	2,572	8,290	
Prowers		13.8	0.056	32.0	9.5	15.8	19.1	26.2	5.4	79,058	20,187	5,787	8,370	3,669	14,912	2,827	
Rio Blanco		6.0	0.024	29.3	13.5	18.3	21.0	18.5	2.0	19,002	9,215	2,186	26	114	97	886	
Rio Grande		11.3	0.045	33.4	8.7	15.3	20.3	27.3	3.9	47,644	16,073	3,314	1,970	1,682	7,809	2,411	
Routt		13.9	0.056	29.5	11.7	32.3	20.3	11.8	5.4	134,927	30,586	23,014	2,460	3,231	11,337	2,574	
Saguache		4.1	0.016	32.4	9.3	15.8	18.7	27.2	1.4	14,333	5,081	647	255	85	3,746	515	
San Juan		8	0.003	29.0	9.8	27.5	19.0	14.5	0.4	4,329	1,395	1,144	23	96	236	8	
San Miguel		3.7	0.015	29.9	8.8	35.6	19.6	12.3	1.6	26,938	6,997	6,910	46	648	485	534	
Sedgwick		2.9	0.012	39.2	7.0	12.8	19.4	36.1	1.4	18,887	3,796	1,813	287	562	6,370	1,100	
Summit		11.7	0.047	28.6	17.0	38.7	18.1	7.0	5.0	179,725	34,175	40,521	7,635	6,860	17,012	7,483	
Teller		13.4	0.053	32.7	6.4	21.9	25.0	20.0	4.8	54,370	20,347	8,503	6,184	400	1,878	1,906	
Washington		5.1	0.021	36.9	7.6	14.7	19.8	33.0	1.9	12,349	3,422	1,427	800	150	2,071	117	
Yuma		9.6															

COLO. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
BOULDER-LONGMONT	2,914,921	26,947	21.5	29.5	17.2	17.7	.8946
Boulder	2,914,921	26,947	21.5	29.5	17.2	17.7	.0946
• Boulder	1,001,109	22,807	24.9	25.4	13.8	16.7	.0383
• Longmont	627,606	26,953	21.1	34.5	18.4	12.3	.0220
SUBURBAN TOTAL	1,286,206	30,296	18.6	27.9	19.5	21.8	.0343
COLORADO SPRINGS	4,661,635	24,067	25.3	29.3	16.3	14.0	.1513
El Paso	4,661,635	24,067	25.3	29.2	16.3	14.0	.1513
• Colorado Springs	3,531,911	23,666	25.3	28.6	15.8	14.0	.1216
SUBURBAN TOTAL	1,129,724	25,563	25.3	31.3	18.2	13.8	.0297
DENVER	24,880,293	30,289	18.6	27.3	30.0	21.6	.7234
Adams	3,490,933	28,735	19.7	32.5	21.3	15.4	.1095
Thomton	614,153	29,871	17.5	35.5	23.5	13.9	.0199
Westminster	816,414	31,365	16.2	33.1	26.0	15.9	.0248
Arapahoe	6,557,713	34,197	16.2	26.7	22.0	26.7	.1978
Aurora	3,238,152	31,980	17.2	30.8	23.4	20.3	.1008
Denver	7,075,160	23,021	23.8	26.8	14.9	14.9	.2055
• Denver	7,075,160	23,021	23.8	26.8	14.9	14.9	.2055
Douglas	740,139	40,530	11.0	23.3	23.6	36.2	.0185
Jefferson	7,024,328	36,171	13.9	25.8	23.9	28.4	.1921
Aravada	1,370,861	37,299	12.8	25.1	27.7	27.4	.0352
Lakewood	1,970,545	35,015	15.2	26.5	22.1	27.9	.0607
SUBURBAN TOTAL	17,813,133	33,681	16.0	27.6	22.6	25.0	.3179
DENVER-SOULDER CONSOLIDATED AREA	27,803,214	29,882	19.8	27.5	19.7	21.1	.8180
FORT COLLINS-LOVELAND	2,152,616	23,464	24.7	28.9	16.2	12.7	.0705
Larimer	2,152,616	23,464	24.7	28.9	16.2	12.7	.0705
• Fort Collins	880,749	21,544	25.6	26.5	15.0	12.2	.0342
• Loveland	444,934	23,757	24.8	29.8	17.3	11.1	.0156
SUBURBAN TOTAL	826,933	25,543	23.5	31.4	17.1	14.0	.0207
GREELEY	1,403,186	21,615	25.2	30.1	14.2	9.5	.0437
Weld	1,403,186	21,615	25.2	30.1	14.2	9.5	.0437
• Greeley	614,215	19,777	25.5	26.8	13.2	9.5	.0224
SUBURBAN TOTAL	788,971	22,931	24.9	32.7	14.9	9.6	.0213
PUEBLO	1,278,042	19,850	25.5	27.1	13.5	9.0	.0427
Pueblo	1,278,042	19,850	25.5	27.1	13.5	9.0	.0427
• Pueblo	1,018,898	19,116	25.6	26.2	13.2	8.8	.0357
SUBURBAN TOTAL	259,144	22,811	24.4	31.1	14.9	10.2	.0070
OTHER COUNTIES							
Alamosa	115,156	16,767	27.5	25.9	9.1	7.9	.0043
Archuleta	48,680	17,585	27.7	27.9	8.7	7.4	.0019
Baca	32,926	12,345	33.2	16.4	6.4	4.5	.0012
Bent	49,465	18,433	32.8	25.0	13.2	6.9	.0014
Chaffee	125,058	20,119	27.9	32.4	11.7	6.3	.0043
Cheyenne	17,197	14,290	33.0	24.4	5.4	4.6	.0004
Clear Creek	78,486	22,000	26.4	35.4	14.1	7.5	.0023
Concepcion	42,218	12,256	37.7	16.7	4.3	1.1	.0015

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
Costilla	23,617	12,936	31.5	17.2	7.9	4.8	.0007
Crowley	17,735	14,944	33.7	23.6	6.4	4.4	.0007
Custer	12,213	16,200	30.3	28.2	8.2	3.8	.0005
Delta	204,217	16,714	30.3	32.7	12.3	6.6	.0040
Dolores	13,621	18,500	25.0	28.8	10.7	7.3	.0004
Eagle	270,477	30,671	17.0	30.5	21.9	19.9	.0097
Elbert	106,958	24,774	23.2	24.4	20.8	13.2	.0027
Fronton	280,589	16,880	28.5	27.6	9.1	5.3	.0086
Garfield	358,469	27,500	21.4	26.6	20.1	16.2	.0116
Gilpin	38,143	26,655	19.1	34.5	18.1	11.3	.0010
Grand	93,721	22,859	24.8	35.6	13.0	8.9	.0031
Gunnison	130,375	24,060	22.4	28.0	14.8	15.3	.0038
Hinsdale	5,804	22,182	24.0	35.5	9.5	12.5	.0003
Huerfano	49,270	13,337	30.2	20.6	7.4	5.2	.0016
Jackson	15,462	18,458	31.9	32.7	8.0	4.1	.0005
Kiowa	15,566	19,200	28.0	26.5	11.5	10.0	.0004
Kit Carson	68,077	18,680	26.4	28.3	11.7	6.6	.0024
Lake	63,126	25,103	22.8	40.6	17.0	5.9	.0018
La Plata	345,372	21,816	25.9	27.8	14.3	11.8	.0118
Las Animas	115,037	15,854	27.5	23.3	11.4	5.7	.0039
Lincoln	40,484	17,022	29.5	26.4	9.7	6.3	.0017
Logan	171,250	18,701	29.9	29.1	10.6	6.6	.0059
Mesa	1,023,352	23,655	23.9	26.3	16.8	12.9	.0325
Mineral	7,039	18,667	32.4	25.0	12.3	8.0	.0003
Moffat	156,306	28,221	18.7	34.7	22.0	12.2	.0045
Montezuma	161,315	18,301	29.2	26.5	13.0	6.2	.0059
Montrose	254,965	21,536	27.8	32.1	12.3	9.9	.0083
Morgan	203,153	18,829	29.7	27.0	12.6	7.3	.0065
Otero	164,799	15,392	30.5	24.8	8.2	5.1	.0056
Ouray	17,400	18,565	29.0	26.0	11.4	8.6	.0007
Park	79,994	22,698	25.4	32.6	14.1	9.0	.0020
Phillips	42,326	16,944	30.4	24.9	9.5	7.7	.0014
Pitkin	176,677	26,576	25.7	27.7	15.2	18.4	.0075
Prowers	121,530	16,922	27.4	25.8	9.6	7.2	.0042
Rio Blanco	70,422	30,946	17.9	28.6	24.2	17.3	.0019
Rio Grande	118,539	23,253	21.4	25.8	17.5	13.7	.0035
Routt	169,575	26,793	21.8	33.1	19.1	13.6	.0060
Saguache	29,141	15,042	33.2	20.7	7.7	6.7	.0011
San Juan	8,282	18,000	32.5	31.2	10.0	2.0	.0003
San Miguel	36,618	18,514	28.6	30.7	11.2	5.1	.0012
Sedgwick	31,308	17,937	34.2	27.4	9.9	5.1	.0011
Summit	169,480	28,035	21.2	32.5	19.2	16.4	.0067
Teller	118,866	20,205	27.8	29.4	12.5	8.7	.0037
Washington	47,154	21,000	26.1	31.3	12.7	8.3	.0013
Yuma	96,664	17,760	28.1	24.4	11.3	9.2	.0030
TOTAL METRO COUNTIES	37,258,693	27,650	20.8	27.9	18.4	18.5	1.1262
TOTAL STATE	43,552,367	26,370	21.7	28.0	17.6	17.0	1.3318

Connecticut

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
BRIDGEPORT-STAMFORD-																
NORWALK-DANBURY																
Fairfield	825.2	.3302	36.3	8.7	15.4	23.7	28.5	299.0	8,405,836	1,606,363	692,969	871,585	404,430	1,536,915	188,290	
• Bridgeport	140.2	.0561	33.0	11.2	16.7	17.2	29.5	53.4	779,021	170,859	82,050	63,156	37,696	148,628	26,735	
• Danbury	65.3	.0261	33.2	10.2	18.8	22.2	24.5	23.5	1,108,869	129,510	71,744	190,542	58,887	192,347	14,880	
Fairfield	52.4	.0210	38.5	10.6	13.2	22.9	32.7	18.2	590,357	129,685	54,323	53,141	29,444	132,791	15,540	
Greenwich	58.0	.0232	40.3	6.8	13.2	25.2	34.0	22.0	616,871	105,246	62,316	14,277	30,685	165,703	14,451	
• Norwalk	77.2	.0309	35.1	9.2	18.1	23.2	27.1	29.4	1,085,101	201,471	70,017	100,223	65,663	199,838	12,619	
• Stamford	101.2	.0405	36.8	8.3	17.2	22.8	30.1	39.5	1,271,868	174,988	93,481	235,583	69,639	169,855	22,625	
Stratford	50.4	.0202	40.1	8.0	14.6	20.1	37.2	19.2	380,690	102,062	30,598	15,018	14,907	75,395	11,336	
SUBURBAN TOTAL	441.3	.1766	37.6	7.6	13.7	26.3	28.5	153.2	4,160,977	929,535	375,677	282,081	172,545	826,247	111,431	

METRO & COUNTY TOTALS

CONN. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
HARTFORD-NEW BRITAIN-															
MIDDLETOWN-BRISTOL	1,125.4	.4505	34.4	10.5	17.4	21.6	27.4	421.2	9,807,156	1,751,629	938,891	1,018,186	587,258	2,285,258	286,576
Hartford	850.2	.3403	35.1	9.9	16.9	21.4	28.7	323.0	7,753,531	1,319,434	752,178	853,113	507,189	1,718,376	226,752
• Bristol	62.0	.0248	33.7	10.5	17.5	20.9	26.9	23.5	702,486	122,611	34,249	82,608	20,602	291,821	17,310
East Hartford	50.4	.0202	35.0	11.1	17.8	20.5	29.5	20.2	611,547	74,738	50,586	30,760	22,884	183,664	11,650
Enfield	45.1	.0181	33.1	10.2	16.2	25.0	21.9	14.7	591,288	100,583	43,910	101,815	36,436	101,858	12,452
• Hartford	137.2	.0549	30.7	13.4	17.5	17.6	25.0	54.4	789,861	81,763	144,290	90,081	51,226	161,336	33,811
Manchester	51.0	.0204	35.2	9.2	18.4	20.0	30.2	20.0	688,176	129,653	41,928	89,039	36,430	171,904	13,238
• New Britain	73.2	.0293	34.9	13.4	17.4	15.8	34.0	30.1	375,558	81,261	32,399	17,291	13,369	117,131	15,905
West Hartford	59.1	.0237	43.1	7.2	13.3	20.3	41.0	23.9	724,347	136,002	58,964	123,092	63,977	95,874	19,449
Middlesex	144.5	.0579	34.6	9.4	18.3	22.3	26.9	34.9	1,322,106	247,102	115,607	100,477	59,625	378,875	39,499
• Middletown	42.0	.0168	32.9	13.6	18.8	19.2	26.8	16.3	421,259	57,390	32,281	41,253	14,915	127,023	13,786
Tolland	130.7	.0523	30.7	15.7	19.2	22.3	19.4	43.3	731,519	185,093	71,106	64,596	20,444	188,007	20,323
SUBURBAN TOTAL	811.0	.3247	35.2	9.6	17.2	23.0	27.3	296.9	7,517,992	1,408,604	695,672	786,953	487,146	1,587,947	205,764
NEW HAVEN-WATERBURY-															
MERIDEN	801.3	.3207	34.9	10.1	17.2	20.3	29.4	299.7	6,754,452	1,382,710	633,744	730,488	378,843	1,457,010	169,523
New Haven	801.3	.3207	34.9	10.1	17.2	20.3	29.4	299.7	6,754,452	1,382,710	633,744	730,488	378,843	1,457,010	169,523
• Hamden	53.1	.0213	39.1	10.8	15.1	19.0	36.5	20.4	527,458	105,358	37,645	79,607	22,694	122,972	12,294
• Meriden	59.7	.0239	34.2	9.8	17.9	19.3	29.3	23.1	504,116	58,290	32,745	90,366	26,366	133,279	15,894
• Milford	52.1	.0209	34.4	9.3	18.2	21.9	27.0	18.9	666,945	74,207	66,461	53,698	74,554	206,884	9,856
• New Haven	125.5	.0502	31.3	14.9	19.1	16.2	26.7	48.9	728,815	101,635	123,446	89,047	46,860	129,499	26,797
• Waterbury	105.6	.0423	35.9	10.0	15.6	17.9	33.3	40.7	969,958	231,657	67,643	148,766	45,688	135,296	23,990
West Haven	53.7	.0215	34.9	10.8	18.8	19.1	30.8	21.4	265,144	29,579	40,090	16,675	9,400	57,111	8,392
SUBURBAN TOTAL	458.4	.1834	36.0	8.9	16.6	22.0	29.5	168.1	3,884,618	916,921	343,449	348,611	185,375	832,052	92,966
NEW LONDON-NORWICH	255.6	.1023	32.0	13.5	17.7	20.4	24.3	92.0	2,128,680	396,558	210,891	220,093	104,578	510,498	46,599
New London	255.6	.1023	32.0	13.5	17.7	20.4	24.3	92.0	2,128,680	396,558	210,891	220,093	104,578	510,498	46,599
• Groton (town)	41.0	.0164	27.7	19.3	21.0	16.7	18.0	13.6	335,928	64,046	44,920	32,712	13,117	71,028	9,398
• New London	29.0	.0116	29.2	23.7	16.6	14.1	26.4	11.1	365,332	32,793	33,253	25,989	28,914	161,737	6,723
• Norwich	38.7	.0155	33.7	12.3	16.5	17.9	29.9	15.3	408,877	96,029	24,946	44,338	19,878	120,675	10,650
SUBURBAN TOTAL	187.9	.0732	32.0	12.3	18.1	21.9	22.8	65.6	1,354,471	267,736	152,692	149,766	55,786	228,086	29,226
OTHER COUNTIES															
Litchfield	172.4	.0690	35.7	7.9	17.0	22.3	28.9	64.5	1,376,551	289,901	106,231	88,384	50,594	436,683	41,498
Windham	102.2	.0409	32.9	10.6	16.8	20.2	26.4	37.3	720,116	172,128	66,204	31,922	26,777	160,082	21,044
TOTAL METRO COUNTIES	3,007.5	1.2037	34.8	10.2	16.8	21.7	28.0	1,111.9	27,096,124	5,137,260	2,476,495	2,840,352	1,475,109	5,789,681	690,988
TOTAL STATE	3,282.1	1.3136	34.8	10.1	16.7	21.7	28.0	1,213.7	29,192,791	5,599,289	2,648,930	2,960,658	1,552,480	6,386,466	753,530

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CONN. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
BRIDGEPORT-STAMFORD-							
NORWALK-DANBURY	17,608,066	42,568	12.9	18.3	16.5	42.8	.4802
Fairfield	17,608,066	42,568	12.9	18.3	16.5	42.8	
• Bridgeport	1,899,171	26,328	20.6	24.2	16.6	20.1	.0537
• Danbury	1,118,671	37,946	15.2	21.0	19.2	35.0	.0416
Fairfield	1,164,072	49,233	11.0	16.5	17.2	49.2	.0322
Greenwich	1,797,290	55,082	10.0	15.1	14.0	54.5	.0427
• Norwalk	1,551,614	41,113	12.9	19.9	17.7	40.3	.0487
• Stamford	2,243,126	41,664	14.0	18.5	15.9	42.0	.0644
Stratford	950,534	40,503	12.9	19.7	21.1	37.4	.0251
SUBURBAN TOTAL	10,795,484	52,411	9.5	15.6	16.1	52.4	.2718
HARTFORD-NEW BRITAIN-							
MIDDLETOWN-BRISTOL	19,099,179	36,023	15.0	22.9	20.5	31.2	.5513
Hartford	14,544,589	35,477	15.4	22.8	20.0	30.9	.4244
• Bristol	994,732	34,241	15.5	26.6	21.2	27.5	.0323
East Hartford	833,452	34,385	15.7	25.3	23.0	26.0	.0274
Enfield	688,489	41,158	11.3	19.5	28.0	34.4	.0244
• Hartford	1,620,086	20,551	25.8	24.4	13.7	13.1	.0494
Manchester	895,620	35,932	14.4	25.9	23.2	28.7	.0297
• New Britain	1,102,563	27,831	20.0	27.1	18.3	19.8	.0292
West Hartford	1,373,581	42,652	13.3	19.2	16.5	42.8	.0382
Middlesex	2,484,602	36,952	13.9	23.4	21.9	31.3	.0724
• Middletown	654,869	31,388	17.9	25.3	19.2	25.4	.0207

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
NEW HAVEN-WATERBURY-							
MERIDEN	13,186,116	34,456	13.9	22.5	19.3	29.9	.5824
New Haven	13,186,116	34,456	13.9	22.5	19.3	29.9	.3824
Hamden	966,144	37,304	15.2	21.5	20.2	33.2	.0281
• Meriden	970,685	33,649	16.7	25.0	20.4	27.4	.0283
• Milford	942,146	42,203	10.0	20.8	23.7	38.5	.0301
• New Haven	1,616,145	22,173	22.9	23.8	14.3	16.0	.0473
• Waterbury	1,487,626	27,642	19.9	23.8	17.5	21.3	.0480
West Haven	851,741	32,304	16.9	24.7	20.5	25.3	.0219
SUBURBAN TOTAL	8,169,514	38,919	13.3	21.6	20.6	35.5	.2287
NEW LONDON-NORWICH	3,820,252	31,946	16.9	26.6	20.0	24.8	.1157
New London	3,820,252	31,946	16.9	26.6	20.0	24.8	.1157
Groton (town)	600,848	30,579	18.3	31.1	18.6	23.2	.0183
• New London	390,753	23,945	22.3	26.2	15.8	15.6	.0146
• Norwich	530,466	27,026	20.1	27.2	18.0	17.5	.0183
SUBURBAN TOTAL	2,899,033	34,484	15.1	26.7	21.1	28.0	.0828
OTHER COUNTIES							
Litchfield	3,029,032	36,749	15.0	23.1	21.0	31.7	.0839
Windham	1,378,342	29,142	19.7	26.8	20.3	19.9	.0418
TOTAL METRO COUNTIES	53,713,613	36,661	14.8	21.9	19.1	33.4	1.5296
TOTAL STATE	58,120,987	36,407	13.0	22.1	19.2	32.9	1.6553

Delaware

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA		Total Population (Thou- sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Hous- holds (Thou- sands)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over	
WILMINGTON		579.6	.2320	33.0	11.0	17.1	21.6	24.9	210.3
New Castle		438.9	.1757	32.9	11.7	17.2	21.6	24.7	160.1
• Wilmington		71.5	.0286	34.3	9.3	16.3	17.4	31.5	28.5
Cecil, Md.		73.2	.0293	32.5	8.9	16.9	22.4	23.4	25.4
Salem, N. J.		67.5	.0270	34.3	8.6	15.9	21.0	27.9	24.8
SUBURBAN TOTAL		508.1	.2034	32.8	11.2	17.2	22.2	24.0	181.8
OTHER COUNTIES									
Kent		112.8	.0452	30.9	12.2	17.4	21.8	21.0	39.1
Sussex		120.3	.0481	35.6	8.8	15.6	20.0	30.8	44.9
TOTAL METRO COUNTIES		438.9	.1757	32.9	11.7	17.2	21.6	24.7	160.1
TOTAL STATE		672.0	.2690	33.0	11.3	16.9	21.4	25.3	244.1

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
4,572,419	841,236	387,118	450,532	257,075	994,010	160,581
3,760,374	704,882	315,819	605,664	231,879	737,184	143,357
725,576	96,147	69,159	25,549	34,668	193,043	37,134
446,193	80,002	34,353	21,893	8,312	135,554	10,423
365,850	56,442	36,938	22,975	16,884	121,272	14,801
3,846,843	745,179	317,951	624,983	222,407	800,967	131,447
957,222	171,893	84,080	140,933	32,112	261,915	26,508
868,200	163,541	100,540	73,126	40,948	174,392	25,904
3,760,374	704,882	315,819	605,664	231,879	737,184	143,357
5,585,796	1,040,316	390,439	819,723	304,939	1,173,491	195,769

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
WILMINGTON	8,554,304	31,733	17.3	26.8	19.9	24.6	.3563
New Castle	6,528,639	31,383	17.5	25.2	19.8	24.1	.2000
• Wilmington	834,423	18,870	25.6	22.5	12.8	12.3	.0311
Cecil, Md.	937,036	30,707	18.4	27.3	20.7	21.5	.0278
Salem, N. J.	1,090,509	36,087	16.3	20.3	20.9	30.5	.0284
SUBURBAN TOTAL	7,711,581	33,542	16.1	23.3	21.0	28.5	.2251

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
OTHER COUNTIES							
Kent	1,276,746	23,882	24.9	27.9	17.4	12.9	.0450
Sussex	1,324,280	21,708	26.6	28.6	15.2	10.2	.0450
TOTAL METRO COUNTIES	6,539,689	31,383	17.3	23.2	19.6	24.1	.2880
TOTAL STATE	9,139,883	27,947	20.3	28.3	18.4	19.3	.2980

METRO & COUNTY TOTALS

District of Columbia

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



SAMM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group						House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mkts. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
WASHINGTON	3,778.2	1.5122	32.5	10.4	20.3	24.7	20.2	14.24.1			31,376,074	6,071,119	3,556,993	3,571,165	1,947,609	6,830,874	1,135,939
District of Columbia	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6			3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
• Washington	620.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6			3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
Calvert, Md.	53.3	.0213	31.6	8.0	18.4	22.7	21.0	17.7			213,019	56,288	22,713	16,803	7,483	56,346	5,709
Charles, Md.	100.8	.0403	29.9	9.1	18.4	25.2	15.4	31.5			645,311	191,004	48,660	36,037	33,961	170,546	34,267
Frederick, Md.	148.3	.0594	32.1	9.6	19.2	22.9	21.5	50.8			1,063,021	237,820	105,119	128,102	48,357	232,983	26,637
• Frederick	37.2	.0149	32.8	11.9	20.6	17.3	28.1	14.8			737,633	159,002	71,607	99,495	35,387	166,323	19,151
Montgomery, Md.	715.3	.2863	34.7	8.7	18.4	25.3	24.1	272.4			6,301,142	1,268,943	539,977	774,902	510,531	1,350,031	230,994
Rockville	49.7	.0199	32.7	9.5	18.9	26.0	19.6	17.4			710,630	124,023	74,739	35,754	107,823	148,505	23,650
Prince George's, Md.	712.4	.2851	30.5	12.5	20.6	23.8	16.9	253.3			5,649,800	1,094,214	474,843	731,214	314,547	1,411,936	215,173
Alexandria city, Va.	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6			1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Alexandria	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6			1,381,016	204,941	185,488	201,379	65,574	270,958	37,503
Arlington, Va.	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9			1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
• Arlington	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9			1,185,009	203,292	189,599	93,185	43,340	367,067	43,429
Fairfax, Va.	764.3	.3039	32.8	8.9	19.7	28.6	17.1	280.1			6,942,913	1,412,105	668,748	959,637	478,978	1,500,447	201,136
Fairfax city, Va.	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4			779,798	69,378	70,999	46,321	47,816	356,002	32,673
Fairfax	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4			779,798	69,378	70,999	46,321	47,816	356,002	32,673
Falls Church city, Va.	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6			264,687	34,173	23,374	2,432	22,471	116,717	10,698
Falls Church	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6			264,687	34,173	23,374	2,432	22,471	116,717	10,698
Loudoun, Va.	77.9	.0312	31.9	7.5	19.8	27.0	16.8	26.6			673,637	170,484	62,069	26,483	25,208	175,989	20,854
Manassas city, Va.	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8			632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8			632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas Park city, Va.	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3			7,657	2,677	251	1,263	226	582	826
Manassas Park	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3			7,657	2,677	251	1,263	226	582	826
Prince William, Va.	199.4	.0798	28.6	9.9	21.9	26.9	9.1	63.4			1,526,921	317,703	146,972	128,526	118,572	330,184	37,643
Stafford, Va.	98.2	.0233	30.7	9.4	19.2	25.6	16.2	18.1			295,152	79,458	34,949	11,990	11,305	51,708	9,337
SUBURBAN TOTAL	2,963.3	1.1860	32.1	9.8	20.1	25.7	18.5	1,078.8			25,641,164	5,050,473	2,343,776	3,000,342	1,679,942	6,125,578	861,698
TOTAL METRO COUNTIES	630.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6			3,812,268	658,352	952,011	378,143	188,940	171,906	211,661
TOTAL STATE	630.1	.2482	33.8	12.3	20.2	20.9	26.6	254.6			3,812,268	658,352	952,011	378,143	188,940	171,906	211,661

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METRO & COUNTY TOTALS

D.C. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
WASHINGTON	73,784,364	41,545	12.1	20.9	18.3	40.5	1.9717
District of Columbia	10,175,399	25,095	21.0	24.5	14.2	21.0	2707
• Washington	10,175,399	25,095	21.0	24.5	14.2	21.0	2707
Calvert, Md.	731,934	37,375	14.6	20.7	22.4	31.9	0194
Charles, Md.	1,356,592	38,905	12.1	21.4	23.8	33.1	0400
Frederick, Md.	2,117,954	35,483	15.3	24.2	21.8	29.0	0628
• Frederick	546,342	29,960	18.5	26.6	19.6	22.2	0241
Montgomery, Md.	16,519,951	31,116	9.1	17.8	16.6	31.3	4183
• Rockville	991,852	50,048	8.9	15.7	18.5	50.1	0315
Prince George's, Md.	12,552,311	41,370	11.3	23.0	20.4	39.0	3463
Alexandria city, Va.	2,488,832	40,360	11.1	23.8	19.6	38.4	0769
Alexandria	2,488,832	40,360	11.1	23.8	19.6	38.4	0769
Arlington, Va.	3,919,092	30,888	13.0	23.5	17.5	38.9	0929
• Arlington	3,919,092	30,888	13.0	23.5	17.5	38.9	0929
Fairfax, Va.	17,314,588	54,232	7.5	16.1	17.6	55.0	4455

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Fairfax city, Va.	457,006	52,311	7.7	18.0	17.8	52.3	.0221
Fairfax	457,006	52,311	7.7	18.0	17.8	52.3	.0221
Falls Church city, Va.	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Falls Church	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Loudoun, Va.	1,269,316	40,278	11.9	21.3	21.3	37.2	.0373
Manassas city, Va.	318,976	36,479	14.0	23.9	27.8	25.1	.0178
Manassas	318,976	36,479	14.0	23.9	27.8	25.1	.0178
Manassas Park city, Va.	87,644	34,672	11.2	32.1	30.5	18.8	.0021
Manassas Park	87,644	34,672	11.2	32.1	30.5	18.8	.0021
Prince William, Va.	2,999,237	41,857	10.6	21.9	25.9	36.6	.0882
Stafford, Va.	782,245	36,389	14.9	24.5	24.6	28.2	.0218
SUBURBAN TOTAL	59,143,531	45,768	9.9	19.8	19.3	45.3	1.5840
TOTAL METRO COUNTIES	10,175,399	25,095	21.0	24.5	14.2	21.0	.3707
TOTAL STATE	10,175,399	25,095	21.0	24.5	14.2	21.0	.3707

Florida

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou. sand)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou. sand)
				18-24 Years	25-49 Years	50-64 Years	65 & Over	
BRADENTON	192.1	.0769	45.7	7.0	12.5	15.9	46.1	83.5
Manatee	192.1	.0769	45.7	7.0	12.5	15.9	46.1	83.5
• Bradenton	41.0	.0164	43.9	7.7	13.3	14.8	44.7	17.5
SUBURBAN TOTAL	151.1	.0605	46.3	6.8	12.3	16.3	46.5	66.0
DAYTONA BEACH	359.5	.1439	42.2	9.3	13.2	17.0	41.7	153.9
Volusia	359.5	.1439	42.2	9.3	13.2	17.0	41.7	153.9
• Daytona Beach	64.6	.0259	38.0	14.2	18.6	14.6	38.4	28.6
SUBURBAN TOTAL	294.9	.1180	43.0	8.3	13.1	17.4	42.4	125.3

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,387,724	318,870	137,277	158,961	63,263	330,356	52,234
1,387,724	318,870	137,277	158,961	63,263	330,356	52,234
575,811	154,588	46,929	42,269	22,662	170,670	21,241
811,913	164,282	90,348	116,692	40,601	159,686	30,993
2,661,267	652,732	291,015	321,356	131,115	843,638	114,714
2,661,267	652,732	291,015	321,356	131,115	843,638	114,714
1,813,584	113,489	111,393	164,552	34,077	323,651	36,536
1,647,683	539,243	179,622	156,804	97,038	219,987	78,178

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THE BALTIMORE SUN

FLA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
PORT LAUDERDALE-HOLLYWOOD-																
POMPANO BEACH	1,255.0	.5023	41.1	7.8	15.2	18.9	39.5	545.8	10,563,533	2,026,361	1,121,932	964,471	651,886	3,007,976	472,623	
Broward	1,255.0	.5023	41.1	7.8	15.2	18.9	39.5	545.8	10,563,533	2,026,361	1,121,932	964,471	651,886	3,007,976	472,623	
Fort Lauderdale	155.0	.0620	39.1	9.6	17.7	19.0	36.6	73.0	2,469,940	284,737	318,501	143,358	147,196	1,031,420	72,552	
Hollywood	128.6	.0515	44.3	7.3	13.0	18.9	43.5	57.5	1,246,882	201,936	92,275	163,463	58,887	441,586	51,049	
Plantation	63.8	.0255	38.1	7.1	13.5	27.3	29.0	23.4	802,292	132,211	52,114	177,453	44,920	202,694	23,605	
Pompano Beach	71.9	.0288	51.4	7.5	12.0	15.9	51.5	35.3	925,552	134,303	62,630	89,717	52,712	370,405	20,413	
SUBURBAN TOTAL	899.5	.3600	40.4	7.5	15.4	19.1	38.6	380.0	5,921,159	1,405,385	648,526	567,933	393,091	1,164,565	328,609	
PORT MYERS-CAPE CORAL	322.3	.1290	43.1	7.3	13.1	17.4	42.7	138.4	3,019,279	606,709	290,246	345,560	204,964	730,466	94,371	
Lee	322.3	.1290	43.1	7.3	13.1	17.4	42.7	138.4	3,019,279	606,709	290,246	345,560	204,964	730,466	94,371	
Cape Coral	61.3	.0245	49.8	5.4	11.2	17.3	49.8	26.6	323,919	106,916	26,407	40,315	29,130	16,886	12,884	
Fort Myers	45.5	.0182	34.2	10.7	15.7	17.6	31.1	19.2	1,476,058	177,994	99,115	252,481	84,778	511,892	31,827	
SUBURBAN TOTAL	215.5	.0863	43.5	7.1	13.1	17.3	43.2	92.6	1,219,302	321,797	164,724	52,764	91,056	191,688	49,660	
PORT PIERCE	340.4	.0962	39.9	8.1	14.0	17.8	38.6	98.7	1,974,794	412,102	164,149	194,449	134,204	543,400	85,161	
Martin	98.0	.0392	44.2	7.5	12.7	17.3	44.2	41.6	937,794	185,575	82,184	64,203	77,869	249,207	43,817	
St. Lucie	142.4	.0570	37.1	8.5	14.9	18.0	34.7	57.1	1,037,000	226,527	81,965	130,246	56,335	294,193	41,344	
Fort Pierce	41.4	.0166	34.9	10.1	14.2	17.5	32.3	16.8	711,534	121,773	57,122	101,249	41,078	225,762	25,295	
SUBURBAN TOTAL	199.0	.0795	40.9	7.7	14.0	17.7	40.0	81.9	1,263,260	290,329	107,027	93,200	93,126	317,638	59,866	
PORT WALTON BEACH	158.9	.0636	30.6	13.0	17.5	24.5	17.9	58.2	1,068,732	194,699	136,397	159,141	51,228	228,743	34,560	
Okaloosa	158.9	.0636	30.6	13.0	17.5	24.5	17.9	58.2	1,068,732	194,699	136,397	159,141	51,228	228,743	34,560	
Fort Walton Beach	24.7	.0099	34.1	10.7	14.5	27.1	21.6	9.1	375,408	30,290	49,428	46,385	18,719	157,940	5,277	
SUBURBAN TOTAL	134.2	.0537	30.1	13.4	18.1	24.0	17.2	49.1	693,324	164,409	86,969	112,756	32,509	70,803	29,283	
GAINESVILLE	211.8	.0847	28.6	19.8	21.3	18.1	18.3	80.8	1,393,769	307,732	150,521	162,515	59,101	345,124	34,129	
Alachua	187.2	.0749	28.1	21.3	21.7	17.6	17.4	72.8	1,293,033	280,870	141,135	159,600	53,314	321,084	30,261	
Gainesville	87.3	.0349	27.2	25.0	21.7	15.9	17.1	32.9	889,984	164,795	82,679	98,045	43,487	277,181	19,518	
Bradford	24.6	.0098	33.4	9.1	17.9	22.1	25.1	8.0	100,736	26,862	9,386	2,915	5,787	24,040	3,868	
SUBURBAN TOTAL	124.5	.0498	29.7	16.2	20.9	19.6	19.2	47.9	503,785	142,937	67,842	64,470	15,614	67,943	14,611	
JACKSONVILLE	938.0	.3755	32.2	10.8	18.1	21.1	23.8	357.6	6,920,526	1,288,825	710,477	783,236	328,559	1,741,898	324,097	
Clay	106.0	.0424	31.9	7.9	17.5	26.4	18.1	36.1	753,659	139,403	70,184	158,190	37,413	162,460	20,064	

Jacksonville

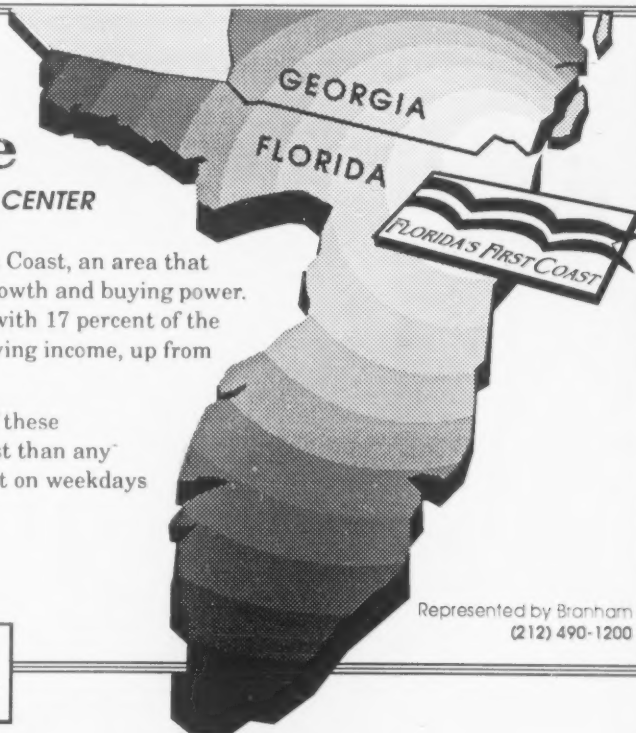
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Jacksonville is the heart of Florida's First Coast, an area that offers an excellent combination of solid growth and buying power. It is one of the most affluent in the state with 17 percent of the households having \$50,000 or more in buying income, up from three percent in 1980.

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METRO & COUNTY TOTALS

FLA. (cont.)

POPULATION—12/31/89

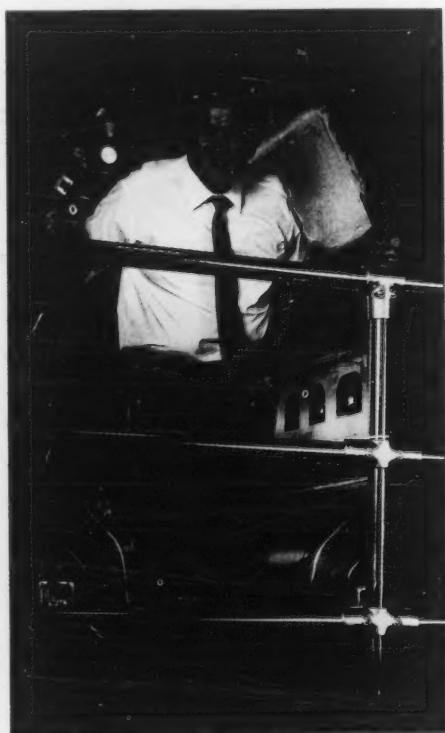


RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					Hous- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mkts. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Duval	698.6	.2796	31.8	11.6	18.5	20.2	23.9	271.0	5,342,432	953,235	534,158	545,788	269,937	1,403,493	272,106	
• Jacksonville	660.7	.2644	31.7	11.6	18.4	20.3	23.7	255.0	5,076,387	866,663	490,339	532,965	260,479	1,380,626	253,582	
Nassau	47.5	.0191	31.6	9.0	17.0	23.5	20.8	16.7	251,803	70,327	22,719	24,314	4,616	47,402	7,173	
St. Johns	85.9	.0344	36.5	8.9	15.3	20.1	32.1	33.8	572,632	121,840	83,416	54,944	16,593	126,543	24,752	
SUBURBAN TOTAL	277.3	.1111	33.3	8.9	16.9	23.2	24.0	102.6	1,844,139	422,162	220,138	250,271	68,080	361,272	70,515	
LAKELAND-WINTER HAVEN	410.7	.1644	35.4	9.5	15.4	20.5	30.1	155.1	2,462,581	503,748	214,407	332,500	112,592	605,921	103,967	
Polk	410.7	.1644	35.4	9.5	15.4	20.5	30.1	155.1	2,462,581	503,748	214,407	332,500	112,592	605,921	103,967	
• Lakeland	77.7	.0311	36.9	11.8	15.2	17.0	35.3	33.5	971,503	154,713	88,167	175,233	51,802	238,111	38,367	
• Winter Haven	25.6	.0102	39.9	9.1	14.2	17.8	38.2	11.3	463,354	73,493	44,976	88,567	26,445	117,433	21,623	
SUBURBAN TOTAL	307.4	.1231	34.8	8.9	15.7	21.6	28.1	110.3	1,027,724	275,542	81,264	68,700	34,345	250,377	43,977	
MELBOURNE-TITUSVILLE-PALM BAY	413.9	.1657	37.4	10.0	14.1	22.5	31.1	168.0	2,777,242	570,549	297,531	391,463	127,384	674,109	77,177	
Brevard	413.9	.1657	37.4	10.0	14.1	22.5	31.1	168.0	2,777,242	570,549	297,531	391,463	127,384	674,109	77,177	
• Melbourne	65.0	.0260	36.5	12.0	14.5	20.0	31.9	26.8	816,478	97,582	65,105	165,732	38,814	261,892	14,757	
• Palm Bay	59.7	.0239	34.9	9.9	17.8	19.3	30.4	24.6	212,249	69,409	26,992	23,751	6,704	18,434	10,788	
• Titusville	46.4	.0186	38.4	9.2	12.4	23.7	31.7	18.5	339,830	77,499	40,653	56,651	5,409	82,558	11,068	
SUBURBAN TOTAL	242.8	.0972	37.9	9.6	13.5	23.9	30.9	98.1	1,408,685	326,059	164,781	145,529	76,457	311,225	40,564	
MIAMI-HIALEAH	1,885.9	.7549	37.7	9.1	15.5	22.1	32.2	726.4	13,459,450	2,426,214	1,274,421	1,745,071	784,215	3,110,641	681,049	
Dade	1,885.9	.7549	37.7	9.1	15.5	22.1	32.2	726.4	13,459,450	2,426,214	1,274,421	1,745,071	784,215	3,110,641	681,049	
• Coral Gables	43.1	.0173	39.3	14.3	14.4	19.9	36.3	16.7	543,435	67,463	53,412	12,194	33,113	255,846	17,599	
• Hialeah	176.7	.0707	38.7	9.9	12.3	26.0	30.4	60.5	1,070,094	232,213	75,946	218,959	53,496	107,286	66,410	
• Miami	388.5	.1555	40.1	8.9	14.3	22.3	35.6	153.6	3,126,236	537,957	295,692	367,192	203,890	711,178	174,103	
• Miami Beach	96.4	.0386	46.0	3.9	7.4	11.9	69.5	57.1	332,082	103,322	61,688	18,761	8,039	16,218	44,056	
• North Miami	44.4	.0178	42.1	9.0	17.2	18.7	40.8	20.9	412,585	94,466	46,098	21,606	34,349	62,813	26,104	
SUBURBAN TOTAL	1,224.3	.4901	35.4	9.4	17.0	22.1	28.5	455.2	8,931,038	1,552,722	841,095	1,140,159	518,790	2,275,959	396,480	
MIAMI-FORT LAUDERDALE	3,140.9	1.2572	39.0	8.5	15.4	20.8	35.1	1,272.3	24,022,983	4,452,575	2,396,353	2,709,542	1,436,101	6,118,617	1,153,672	
CONSOLIDATED AREA	3,140.9	1.2572	39.0	8.5	15.4	20.8	35.1	1,272.3	24,022,983	4,452,575	2,396,353	2,709,542	1,436,101	6,118,617	1,153,672	
NAPLES	141.1	.0565	40.5	7.9	14.0	18.7	38.8	59.9	1,316,735	306,318	134,583	133,181	132,087	249,513	46,032	
Collier	141.1	.0565	40.5	7.9	14.0	18.7	38.8	59.9	1,316,735	306,318	134,583	133,181	132,087	249,513	46,032	
• Naples	21.4	.0086	57.8	4.9	8.1	15.2	59.8	10.5	624,263	135,116	61,571	94,911	52,939	92,082	23,511	



A MAN AND HIS TIME MACHINE

Jim Robinson, Sun-Sentinel Production Director, is standing inside a time machine. One that's about to catapult the newspaper industry into the 21st century. On ten acres in Deerfield Beach, Florida, lies the Sun-Sentinel's new, state-of-the-art production facility. It's powered by newspaper technology's most creative advances. Like a computerized, four-color offset press. Robots that hoist rolls of newsprint at the push of a button. A mailroom with programmable insert equipment to count and control zoned circulation. All designed to produce the best quality newspaper in the history of time.

Sun-Sentinel, where the future is now.

Broward/Palm Beach
Sun-Sentinel
Florida's Money Market

FLA. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
SUBURBAN TOTAL	119.7	.0479	38.1	8.4	13.1	19.3	35.1	49.4		692,472	171,202	73,012	38,270	79,148	157,431	22,521
OCALA	197.7	.0792	38.7	7.7	13.8	19.3	35.9	78.2		1,310,275	296,681	102,082	162,620	69,467	280,722	54,141
Marion	197.7	.0792	38.7	7.7	13.8	19.3	35.9	78.2		1,310,275	296,681	102,082	162,620	69,467	280,722	54,141
* Ocala	50.4	.0202	35.5	8.8	14.0	19.2	31.4	19.5		912,259	171,395	77,639	129,320	49,931	212,302	38,545
SUBURBAN TOTAL	147.3	.0590	39.9	7.3	13.7	19.1	37.5	58.7		398,016	125,286	24,443	33,300	19,536	68,420	15,596
ORLANDO	1,044.2	.4179	33.6	11.0	17.0	21.4	26.1	401.0		9,789,105	1,769,782	1,182,335	1,047,168	467,239	2,437,552	236,979
Orange	660.9	.2645	32.9	12.4	17.3	20.6	25.7	256.3		6,802,416	1,151,798	837,833	673,718	319,761	1,731,875	156,068
* Orlando	168.8	.0676	32.1	15.8	17.5	17.3	27.6	67.2		2,074,229	420,353	286,030	318,423	106,142	400,728	43,806
Osceola	100.5	.0402	37.9	8.6	14.1	19.9	34.4	39.5		854,257	180,004	150,367	85,442	19,961	220,467	23,713
Seminole	282.8	.1132	33.9	8.3	17.5	23.9	24.2	105.2		2,132,432	437,980	194,135	288,008	127,517	485,210	55,198
SUBURBAN TOTAL	875.4	.3503	33.9	10.0	16.9	22.2	25.9	333.8		7,714,876	1,349,429	896,305	728,745	361,097	2,036,824	193,173
PANAMA CITY	134.7	.0539	32.7	10.8	16.8	22.0	24.0	51.8		1,033,924	226,702	132,100	146,885	42,674	225,867	35,280
Bay	134.7	.0539	32.7	10.8	16.8	22.0	24.0	51.8		1,033,924	226,702	132,100	146,885	42,674	225,867	35,280
* Panama City	37.4	.0150	34.2	10.2	15.9	18.7	30.1	15.5		698,301	114,075	70,791	115,110	27,147	193,267	23,049
SUBURBAN TOTAL	97.3	.0389	32.1	11.0	17.0	23.4	21.7	36.3		335,623	112,627	61,309	31,775	15,527	32,600	12,211
PENSACOLA	359.1	.1437	31.8	11.7	17.2	21.9	23.6	132.8		2,138,064	397,505	208,891	292,283	104,734	530,112	75,925
Escambia	286.8	.1148	31.9	12.0	17.1	21.3	23.3	106.8		1,819,667	303,051	181,614	254,239	95,835	460,646	61,473
* Pensacola	65.5	.0262	35.2	9.7	15.9	20.0	30.3	26.2		627,406	86,522	67,726	77,262	48,121	201,484	22,055
Santa Rosa	72.3	.0289	31.5	10.6	17.2	23.8	20.2	26.0		318,397	94,454	27,277	38,044	8,099	69,466	14,432
SUBURBAN TOTAL	293.6	.1175	31.1	12.2	17.3	22.3	21.0	106.6		1,510,658	310,983	141,165	215,021	56,613	328,698	53,870
SARASOTA	266.8	.1068	51.1	6.4	11.6	15.8	51.0	121.5		2,693,586	510,882	281,394	322,945	185,736	663,853	105,720
Sarasota	266.8	.1068	51.1	6.4	11.6	15.8	51.0	121.5		2,693,586	510,882	281,394	322,945	185,736	663,853	105,720
* Sarasota	54.4	.0218	43.9	9.4	14.1	15.8	44.2	24.9		1,279,875	229,252	156,540	197,701	94,558	237,472	55,337
SUBURBAN TOTAL	212.4	.0850	53.0	5.6	10.9	15.9	53.7	96.6		1,413,711	281,630	124,854	143,244	91,178	426,381	50,383
TALLAHASSEE	235.7	.0944	29.2	16.6	20.3	19.1	19.1	88.7		1,601,736	311,988	163,632	240,659	90,687	312,343	46,429
Gadsden	47.2	.0189	31.1	9.5	15.2	18.3	25.8	15.1		165,618	47,599	7,149	16,778	5,202	39,365	8,575
Levi	188.5	.0755	28.8	18.4	21.6	19.3	17.3	73.6		1,436,118	264,389	156,483	223,881	85,485	272,878	38,054
* Tallahassee	134.1	.0537	27.7	24.5	21.0	16.0	18.7	53.4		1,237,572	218,662	142,962	197,929	81,379	237,763	29,774
SUBURBAN TOTAL	101.6	.0407	31.3	6.1	19.4	23.3	19.5	35.3		364,164	93,326	20,670	42,730	9,308	74,480	16,855

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PER HOUSEHOLD

NAPLES.....\$23,398
Miami.....\$22,675
Orlando.....\$21,448
Ft. Lauderdale.....\$21,248
Sarasota.....\$20,377
West Palm Beach.....\$20,349
Fort Walton Beach.....\$20,072
Bradenton.....\$18,959
Ocala.....\$18,794
Panama City.....\$18,515

FOOD SALES
PER HOUSEHOLD

NAPLES.....\$5,318
Gainesville.....\$4,314
Orlando.....\$4,157
Ocala.....\$4,093
Bradenton.....\$4,070
Fort Pierce.....\$4,023
West Palm Beach.....\$4,016
Lakeland.....\$3,987
Sarasota.....\$3,973
Fort Myers.....\$3,887

SOURCE: 1989 Sales & Marketing Management Survey of Buying Power

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METRO & COUNTY TOTALS

FLA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
TAMPA-ST. PETERSBURG-																
CLEARWATER	2,080.8	.8329	40.9	8.3	14.3	18.1	39.6	887.8	15,835,563	3,429,643	1,612,397	1,723,771	887,737	3,573,779	683,446	
Hernando	96.7	.0387	48.4	6.0	10.3	16.5	48.4	40.6	499,461	140,910	43,826	54,187	27,208	101,277	25,505	
Hillsborough	849.5	.3401	33.5	10.7	17.5	21.2	28.1	333.6	6,116,929	1,361,635	680,081	720,372	345,820	1,368,497	210,593	
* Tampa	296.1	.1185	35.3	10.7	16.3	18.8	31.6	123.2	3,167,817	512,258	368,519	408,573	196,243	858,022	83,535	
Pasco	273.7	.1095	54.0	5.7	10.0	14.5	53.4	120.7	1,761,027	471,730	128,819	225,108	96,964	409,805	73,840	
Pinellas	860.9	.3446	47.2	7.0	12.7	16.3	47.4	392.1	7,458,146	1,455,368	759,671	724,104	337,765	1,693,200	293,508	
* Clearwater	103.1	.0413	45.5	7.6	13.4	17.3	45.5	46.7	2,463,467	244,031	171,913	230,736	95,250	670,945	39,118	
* Largo	66.9	.0268	49.1	7.4	13.0	15.5	49.3	31.7	481,666	205,149	50,605	34,408	31,743	33,713	26,741	
* St. Petersburg	243.2	.0973	44.1	7.9	13.5	16.5	44.2	109.1	1,871,021	385,053	167,039	237,709	64,203	504,674	82,832	
SUBURBAN TOTAL	1,438.4	.5758	41.3	7.9	13.9	18.4	40.0	608.0	8,333,258	2,286,301	904,926	846,753	432,061	1,539,138	397,961	
WEST PALM BEACH-BOCA																
RATON-DELRAY BEACH	870.8	.3486	42.1	7.7	14.3	17.9	41.4	373.4	7,700,939	1,514,744	808,213	804,302	500,392	1,844,929	313,567	
Palm Beach	870.8	.3486	42.1	7.7	14.3	17.9	41.4	373.4	7,700,939	1,514,744	808,213	804,302	500,392	1,844,929	313,567	
* Boca Raton	64.9	.0240	43.4	8.5	12.5	20.6	42.2	28.0	861,549	235,733	137,958	31,698	96,703	18,811	49,765	
* Delray Beach	50.3	.0201	49.8	6.9	12.1	14.7	49.8	22.9	899,239	111,051	57,273	26,277	31,053	500,871	26,318	
* West Palm Beach	75.7	.0303	39.1	9.6	16.0	17.6	37.6	33.5	1,374,565	99,321	112,343	257,055	100,913	565,142	29,532	
SUBURBAN TOTAL	679.9	.2722	41.8	7.5	14.4	17.7	41.1	289.0	4,565,586	1,068,639	500,639	489,272	271,723	760,103	207,932	
OTHER COUNTIES																
Baker	19.8	.0080	30.3	10.3	16.6	22.3	20.2	5.8	43,931	19,666	3,084	2,055	1,453	4,683	1,655	
Calhoun	11.3	.0045	38.3	7.3	12.6	19.0	35.6	3.5	38,609	10,221	2,496	2,388	923	8,339	2,315	
Charlotte	100.0	.0401	57.7	4.9	8.6	13.3	59.5	45.5	543,411	139,584	52,001	55,703	37,382	96,218	23,533	
Citrus	95.1	.0384	53.1	5.3	9.6	15.4	32.9	42.0	513,648	133,915	37,050	37,732	15,734	122,184	29,213	
Columbia	43.2	.0173	32.3	9.7	15.9	21.5	24.4	15.7	296,522	62,200	28,391	41,861	11,116	67,709	7,418	
De Soto	23.5	.0094	36.2	9.6	14.2	19.4	32.2	8.4	106,465	31,861	6,350	11,209	1,147	23,793	6,900	
Dixie	10.4	.0041	35.2	8.2	15.3	21.6	28.6	3.8	36,991	15,083	2,498	1,764	1,138	5,575	1,248	
Flagler	23.8	.0096	43.3	7.0	12.6	16.3	43.5	10.6	129,830	39,005	10,807	618	1,924	43,653	4,957	
Franklin	8.6	.0034	35.7	8.2	13.1	20.6	30.5	3.1	33,267	16,689	2,514	1,243	518	4,892	1,235	

THE TARGET YOU MUST MARKET

Not only is Palm Beach County, Florida, the nation's fastest-growing metro area, its 900,000 residents have the nation's tenth-highest per capita annual incomes.

For information in detail on this affluent market, call The Palm Beach Post's research department at (800) 926-7678.



Sources: U.S. Department of Commerce.

FLA. (cont.)
POPULATION—12/31/89

S&MM ESTIMATES
RETAIL SALES BY STORE GROUP—1989


METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Glades	7.6	.0030	32.6	13.2	12.1	21.6	25.5	2.6	23,573	10,357	1,491	367	363	339	353	
Glades	7.5	.0030	38.2	7.3	12.6	19.5	34.8	2.8	10,095	7,432	651	613	56	419	7	
Gulf	12.5	.0030	34.2	9.9	13.6	21.4	27.5	4.5	38,663	14,207	4,734	2,852	1,559	4,206	1,423	
Hamilton	9.9	.0040	33.7	8.1	14.6	16.7	31.4	3.2	50,034	11,328	2,479	1,399	1,186	9,876	2,115	
Hardee	22.1	.0089	31.9	8.9	15.3	18.9	26.3	7.5	100,922	37,525	3,568	9,713	1,794	22,276	3,096	
Hendry	25.7	.0102	31.0	8.9	15.7	21.5	22.2	8.7	123,359	40,763	10,383	10,974	2,531	26,071	2,823	
Highlands	68.7	.0275	45.0	7.0	11.1	16.1	46.2	29.5	475,621	105,771	27,753	51,260	26,558	156,131	18,904	
Holmes	17.8	.0071	37.5	7.9	12.9	21.5	32.5	6.4	45,314	10,571	6,758	1,472	1,616	11,617	2,747	
Indian River	90.5	.0362	41.7	7.9	13.1	18.1	40.5	37.9	669,738	165,842	63,083	64,895	36,335	136,119	30,684	
Jackson	43.4	.0174	33.6	11.1	14.4	19.3	28.8	15.0	231,598	49,964	10,703	12,906	7,041	66,044	9,345	
Jefferson	12.1	.0048	32.2	8.7	15.5	17.7	27.9	4.2	40,767	12,450	1,934	941	2,173	2,454	1,430	
Lafayette	5.0	.0020	33.9	8.8	15.3	19.7	28.5	1.6	7,073	3,660	192	15	233	270	237	
Lake	149.9	.0600	44.6	6.6	11.5	17.4	44.5	63.6	985,919	226,839	74,744	113,583	31,985	283,489	27,720	
Levy	26.1	.0104	37.8	7.7	13.8	19.6	34.3	9.9	120,136	40,767	9,396	3,864	1,686	21,993	5,714	
Liberty	4.8	.0019	35.2	9.2	14.0	20.9	29.4	1.7	11,344	5,305	505	30	109	845	369	
Madison	16.0	.0064	34.9	8.5	12.9	17.7	32.2	5.3	56,128	13,979	2,276	2,018	2,306	6,032	6,307	
Monroe	78.6	.0314	38.0	9.6	18.3	20.6	33.8	35.8	726,202	180,409	138,744	66,636	26,285	83,750	33,216	
Okeechobee	30.3	.0121	33.8	8.6	14.4	20.5	27.7	11.4	173,133	52,589	21,602	25,134	6,138	20,070	7,351	
Putnam	63.0	.0252	37.1	8.1	13.5	18.8	34.0	24.3	291,746	88,881	18,523	35,229	9,209	54,926	12,319	
Sumter	32.1	.0129	37.8	10.3	12.3	18.8	34.9	12.1	136,560	34,940	14,047	10,017	2,877	14,422	3,293	
Suwannee	27.4	.0109	34.9	8.0	14.1	20.1	29.8	10.0	114,902	37,210	8,112	7,428	1,987	26,291	10,736	
Taylor	19.2	.0077	33.5	9.1	15.5	19.7	27.9	7.1	112,274	30,210	10,164	7,446	4,828	29,209	3,946	
Union	11.4	.0046	31.2	13.4	30.9	23.2	15.1	2.3	17,216	7,542	207	17	471	1,749	1,199	
Wakulla	14.9	.0059	32.4	8.0	17.4	20.6	24.9	5.2	42,655	18,845	4,444	2,428	2,381	5,529	274	
Walton	28.9	.0116	38.6	8.0	13.1	20.2	34.7	11.6	97,866	35,810	8,846	2,677	2,977	14,122	4,180	
Washington	16.6	.0066	37.3	7.5	12.9	20.7	32.8	6.4	45,537	19,191	5,301	1,910	1,270	2,145	3,367	
TOTAL METRO COUNTIES	11,719.4	4.6910	37.7	9.3	15.4	19.8	34.0	4,760.7	91,108,824	18,072,786	9,414,000	10,432,737	5,049,384	21,949,842	3,591,781	
TOTAL STATE	12,898.1	5.1625	37.9	9.2	15.2	19.6	34.5	5,229.7	97,599,893	19,803,419	10,010,041	11,023,134	5,296,563	23,347,283	3,873,652	

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The Orlando Sentinel

METRO & COUNTY TOTALS

FLA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
BRADENTON	2,580,694	23,186	26.2	28.3	14.2	14.5	.0787
Manatee	2,580,694	23,186	26.2	28.3	14.2	14.5	.0787
* Bradenton	518,243	22,159	25.0	26.8	14.5	13.2	.0212
SUBURBAN TOTAL	2,062,431	23,421	26.5	28.6	14.2	14.9	.0575
DAYTONA BEACH	4,603,995	21,927	27.9	26.6	13.6	14.1	.1452
Volusia	4,603,995	21,927	27.0	26.6	13.6	14.1	.1452
* Daytona Beach	743,829	18,328	27.8	24.1	11.0	10.6	.0341
SUBURBAN TOTAL	3,860,166	22,833	26.8	27.2	14.2	14.9	.1111
FORT LAUDERDALE-HOLLYWOOD	20,329,599	28,083	21.4	26.1	16.6	22.6	.5937
POMPANO BEACH	20,329,599	28,083	21.4	26.1	16.6	22.6	.5937
Broward	2,761,517	25,384	22.8	25.3	14.0	21.3	.0974
* Fort Lauderdale	2,090,298	26,280	22.5	24.3	15.3	21.8	.0638
Hollywood	1,206,293	42,166	13.6	20.7	18.0	41.3	.0374
* Pompano Beach	1,365,757	28,376	20.6	26.6	15.8	23.7	.0427
SUBURBAN TOTAL	14,112,027	28,848	21.0	26.4	17.4	22.9	.3898
FORT MYERS-CAPE CORAL	4,641,612	24,842	24.7	28.1	15.9	17.0	.1490
Lee	4,641,612	24,842	24.7	28.1	15.9	17.0	.1490
* Cape Coral	972,044	29,083	21.1	29.0	19.3	21.1	.0253
* Fort Myers	556,186	20,030	27.4	24.9	13.3	11.9	.0378
SUBURBAN TOTAL	3,113,382	24,713	25.2	28.6	15.4	16.9	.0859
FORT PIERCE	2,987,430	22,709	24.9	27.7	13.8	14.5	.0990
Martin	1,341,628	23,955	24.3	27.3	14.6	16.5	.0445
St. Lucie	1,645,802	21,817	25.4	28.0	13.2	13.0	.0345
* Fort Pierce	409,786	16,868	26.5	24.0	9.5	9.4	.0219
SUBURBAN TOTAL	2,577,644	23,917	24.6	28.5	14.7	15.5	.0771

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
FORT WALTON BEACH	1,897,565	24,729	25.7	27.1	16.5	16.5	.0602
Ocala	1,897,565	24,729	25.7	27.1	16.5	16.5	.0602
* Fort Walton Beach	321,494	27,898	22.3	25.9	18.7	20.2	.0134
SUBURBAN TOTAL	1,576,071	24,269	26.3	27.2	16.1	15.9	.0460
GAINESVILLE	2,291,487	20,693	24.0	23.8	14.0	14.5	.0775
Alachua	2,195,834	21,062	23.8	23.5	14.2	15.2	.0709
* Gainesville	1,033,981	21,296	24.2	22.2	14.4	15.6	.0382
Bradford	195,653	17,935	26.0	25.4	11.4	8.5	.0066
SUBURBAN TOTAL	1,357,506	20,310	23.9	23.5	13.6	13.8	.0393
JACKSONVILLE	12,001,320	25,685	21.3	25.6	16.4	18.8	.3781
Clay	1,319,385	30,766	18.5	24.9	20.3	23.2	.0417
Duval	9,069,715	23,345	21.3	25.6	16.0	18.7	.2869
* Jacksonville	8,475,945	25,220	21.4	25.5	16.0	18.5	.2702
Nassau	470,845	23,924	21.6	29.4	16.3	11.9	.0133
St. Johns	1,141,375	24,661	23.4	25.7	15.2	18.9	.0342
SUBURBAN TOTAL	3,525,375	26,893	20.9	26.2	17.3	19.7	.1079
LAKELAND-WINTER HAVEN	4,542,665	21,925	25.7	27.9	14.3	11.9	.1449
Polk	4,542,665	21,925	25.7	27.9	14.3	11.9	.1449
* Lakeland	946,342	20,534	26.0	26.2	13.1	11.8	.0378
* Winter Haven	315,101	19,723	27.4	24.5	12.4	12.4	.0149
SUBURBAN TOTAL	3,281,222	22,528	25.4	28.9	14.8	11.9	.0925
MELBOURNE-TITUSVILLE-PALM BAY	5,298,972	25,181	24.0	27.3	16.9	16.4	.1621
Brevard	5,298,972	25,181	24.0	27.3	16.9	16.4	.1621
* Melbourne	737,509	22,026	26.9	28.1	16.2	10.2	.0306
* Palm Bay	741,788	25,707	23.1	35.0	16.7	13.1	.0198
* Titusville	566,230	24,719	22.5	25.9	16.3	16.8	.0182
SUBURBAN TOTAL	3,253,445	26,118	23.6	25.7	17.2	18.8	.0935



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MHPC circulation reports, 11/87

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METRO & COUNTY TOTALS

FLA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
MIAMI-MALEAH	24,874,562	24,701	21.2	24.1	14.9	19.6	.7637
Dade	24,874,562	24,701	21.2	24.1	14.9	19.6	.7637
Coral Gables	884,783	34,266	16.8	20.3	13.3	35.9	.0264
* Hialeah	1,870,176	25,641	21.3	28.2	17.3	16.1	.0612
* Miami	4,106,803	18,083	25.0	22.9	10.8	11.8	.1480
* Miami Beach	1,491,966	13,986	27.6	16.0	7.4	12.3	.0362
* North Miami	696,367	25,102	23.7	27.3	16.2	16.9	.0213
SUBURBAN TOTAL	17,405,617	28,943	19.1	25.0	16.8	23.7	.5183
MIAMI-PORT LAUDERDALE							
CONSOLIDATED AREA	45,204,161	26,185	21.3	25.0	15.6	20.9	1.3574
NAPLES	1,999,273	22,770	24.8	26.6	12.4	16.8	.0646
Collier	1,999,273	22,770	24.8	26.6	12.4	16.8	.0646
* Naples	501,050	30,801	20.2	22.7	14.3	30.3	.0202
SUBURBAN TOTAL	1,498,223	21,483	25.9	27.3	12.0	13.9	.0444
Ocala	2,004,298	18,604	30.0	26.5	10.5	9.3	.0692
Marion	2,004,298	18,604	30.0	26.5	10.5	9.3	.0692
* Ocala	529,074	18,588	27.8	24.2	10.8	11.6	.0280
SUBURBAN TOTAL	1,475,224	18,609	30.7	27.2	10.4	8.6	.0412
ORLANDO	13,934,940	26,476	22.2	26.6	16.8	19.4	.4663
Orange	8,990,805	26,348	22.2	26.9	16.5	19.3	.3081
* Orlando	2,234,064	22,884	24.5	25.7	14.1	15.8	.0836
Osceola	1,010,695	19,504	29.9	27.7	12.3	8.8	.0383
Seminole	3,953,440	30,426	19.2	25.4	19.3	23.6	.1199
SUBURBAN TOTAL	11,720,876	27,254	21.6	26.9	17.3	20.1	.3827
PANAMA CITY	1,282,136	18,640	29.3	26.0	11.9	8.4	.0483
Bay	1,282,136	18,640	29.3	26.0	11.9	8.4	.0483
* Panama City	351,463	16,273	28.4	23.3	10.5	7.4	.0205
SUBURBAN TOTAL	930,673	19,477	29.5	27.2	12.5	8.9	.0278

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
PENSACOLA	4,233,094	24,448	22.3	26.0	16.7	16.1	.1908
Escambia	3,402,495	24,399	22.4	25.9	16.7	16.1	.1065
* Pensacola	842,546	23,865	21.2	23.8	15.7	17.6	.0290
Santa Rosa	820,599	24,645	21.8	26.3	16.6	16.2	.0238
SUBURBAN TOTAL	3,380,528	24,578	22.5	26.5	16.9	15.8	.1013
SARASOTA	3,963,096	24,246	25.4	28.0	14.8	16.6	.1286
Sarasota	3,963,096	24,246	25.4	28.0	14.8	16.6	.1286
* Sarasota	758,429	20,871	27.3	25.6	12.6	13.7	.0382
SUBURBAN TOTAL	3,204,667	25,051	24.9	28.8	15.3	17.3	.0904
TALLAHASSEE	2,800,385	22,683	23.7	25.6	14.3	17.2	.0891
Gadsden	342,902	16,647	25.5	25.1	9.2	8.0	.0117
Leon	2,457,363	24,127	22.1	23.3	15.3	19.1	.0774
* Tallahassee	1,667,255	20,909	23.9	22.1	12.5	17.1	.0577
SUBURBAN TOTAL	1,133,010	24,913	21.0	25.9	16.9	17.3	.0614
TAMPA-ST. PETERSBURG-CLEARWATER							
.....	28,029,345	23,541	25.5	26.7	14.9	15.9	.8686
Hernando	1,052,423	20,370	31.2	29.5	12.8	8.7	.0324
Gadsden	11,052,112	25,371	21.9	25.7	16.4	18.1	.3426
Hillsborough	3,667,787	21,102	24.7	24.2	13.8	14.2	.1347
* Tampa	3,145,775	19,889	32.2	29.1	11.4	9.2	.1004
Pinellas	12,778,935	23,896	25.8	26.7	14.8	16.8	.3932
* Clearwater	1,643,793	25,733	25.2	26.1	15.7	19.9	.0762
Largo	1,001,276	24,761	26.0	30.7	15.9	15.4	.0290
* St. Petersburg	3,255,653	20,861	22.2	24.7	13.2	14.2	.1016
SUBURBAN TOTAL	19,462,012	24,228	25.3	27.7	15.3	16.3	.3561
WEST PALM BEACH-BOCA RATON-DELRAY BEACH							
.....	15,058,492	29,554	19.7	24.8	17.0	25.0	.4329
Palm Beach	15,058,492	29,554	19.7	24.8	17.0	25.0	.4329



In Tampa Bay, our sand and sun aren't the only attractions.

More and more people are discovering another of Tampa Bay's biggest appeals -- its newspaper, The Tampa Tribune. Of the major newspapers in Tampa Bay and in Florida, the Tribune had the fastest growing circulation during 1989-1990.

That's worth noting when you consider no other medium reaches more consumers in the prime buying ages, professional occupations or upper income groups within the Tampa - St. Petersburg ADI. As Florida's largest metro market in population, households and effective buying income, the Tampa Bay area definitely has the characteristics advertisers find attractive. Over \$100 million in food, merchandise and entertainment revenues are expected for Tampa when it hosts Super Bowl XXV in 1991.

That's why in Tampa Bay, The Tampa Tribune continues to be a favorite of media buyers everywhere. Find out more by calling Joe Gess, General Advertising Manager, at (813) 272-7447.

The Tampa Tribune

Tampa Bay's Newspaper

Sources: ABC Fax Fax 3 month period ending 3/31/90 vs 3/31/89;
1989 Scarborough Study; S & M M Survey of Buying Power, July 1990.

METRO & COUNTY TOTALS

FLA. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989

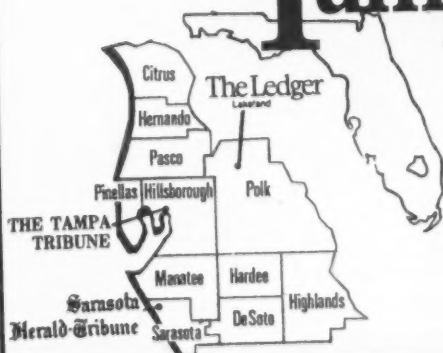


METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over		
• Boca Raton	1,485,680	38,796	14.2	22.1	17.6	37.9	.0428	
• Delray Beach	915,977	28,989	19.8	26.2	16.6	24.4	.0336	
• West Palm Beach	1,125,165	23,816	23.5	23.9	14.9	17.9	.0471	
SUBURBAN TOTAL	11,531,670	29,492	19.8	25.0	17.2	24.7	.3094	
OTHER COUNTIES								
Baker	161,314	22,177	25.7	31.1	15.3	8.7	.0049	
Calhoun	74,278	15,623	27.9	21.1	10.7	6.9	.0028	
Charlotte	1,288,368	20,872	30.1	27.8	12.5	11.9	.0371	
Citrus	1,029,816	18,043	33.2	25.9	10.2	8.6	.0322	
Columbia	426,118	20,645	24.2	26.3	14.7	10.3	.0152	
De Soto	219,272	18,774	29.0	26.3	11.3	9.2	.0071	
Dixie	88,584	15,669	31.1	20.5	9.0	8.4	.0028	
Flagler	270,089	20,209	27.9	30.3	10.6	9.6	.0083	
Franklin	70,866	15,935	29.5	22.6	10.3	7.4	.0024	
Gilchrist	60,790	17,233	28.8	25.0	12.2	6.9	.0019	
Glades	63,444	17,571	32.2	23.9	12.5	6.3	.0018	
Gulf	115,420	20,853	22.6	25.1	15.9	10.3	.0034	
Hamilton	80,077	19,013	23.1	24.1	13.6	10.0	.0029	
Hardee	160,909	15,370	30.6	22.0	9.2	6.3	.0060	
Hendry	249,159	22,121	23.2	28.1	13.5	12.5	.0081	
Highlands	773,194	18,706	29.9	26.8	9.4	10.5	.0255	

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:					Buying Power Index
			(A)	(B)	(C)	(D)		
			\$10,000-\$19,999	\$20,000-\$34,999	\$35,000-\$49,999	\$50,000 & Over		
Holmes	147,600	16,600	27.1	24.6	10.1	7.1	.0045	
Indian River	1,279,621	23,523	23.3	26.0	15.2	16.2	.0384	
Jackson	360,959	17,224	26.8	24.1	10.8	8.3	.0130	
Jefferson	99,577	15,690	27.8	19.7	10.4	10.2	.0031	
Lafayette	38,752	18,292	26.9	25.0	12.0	8.1	.0011	
Lake	1,783,148	20,395	29.7	26.8	12.1	12.1	.0564	
Levy	237,326	17,664	29.5	25.9	9.6	7.8	.0078	
Liberty	45,315	19,250	27.5	21.8	15.5	10.9	.0019	
Madison	123,268	17,842	24.1	25.0	9.6	9.8	.0042	
Monroe	1,164,914	22,908	25.8	27.1	12.6	16.9	.0368	
Okeechobee	276,196	17,551	30.7	25.4	9.8	8.2	.0097	
Putnam	650,194	19,316	26.2	24.5	12.6	11.4	.0200	
Sumter	284,340	16,884	29.4	25.7	9.3	7.4	.0093	
Suwannee	257,302	19,079	27.0	24.4	12.5	10.8	.0081	
Taylor	201,605	20,404	22.7	20.4	14.9	15.2	.0065	
Union	72,742	20,413	23.1	32.4	11.6	6.8	.0023	
Walulla	133,114	20,292	26.6	26.1	14.3	10.2	.0040	
Walton	270,642	17,131	27.2	23.7	10.2	9.3	.0082	
Washington	150,169	17,854	26.5	24.8	11.7	8.1	.0043	
TOTAL METRO COUNTIES	159,464,740	24,779	23.8	26.0	15.4	18.1	4.9800	
TOTAL STATE	172,175,222	24,276	23.6	26.1	15.1	17.5	5.3814	

Get the best buy in Florida's largest market:

The Tampa Bay Best Buy



With over two million consumers, The Tampa Bay area is ranked first in population, households, food store sales and effective buying income in the state of Florida. The Tampa Bay Best Buy reaches over one million readers in the Tampa/St. Petersburg ADI including:

- 65% daily and 64% Sunday of adults in professional/managerial positions.
- 61% daily and 64% Sunday of households with incomes of \$50,000+.
- 63% daily and 67% Sunday of adult readers 25-49 years of age at the lowest cost per thousand.

To reach Tampa Bay's vital growing market call any Sawyer Ferguson Walker office or Publishers Representatives of Florida.

Sources: Sales & Marketing Management 1990; Survey of Buying Power, 1989 Scarborough Study

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Georgia

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% OF U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Merch. (\$'000)	Furniture/ Furnish- ings (\$'000)	Auto- mobile (\$'000)	Drug (\$'000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
ALBANY	118.3	.0473	29.1	11.4	18.5	20.0	19.0	40.4	761,263	156,213	66,969	134,910	40,675	160,388	19,319	
Dougherty	102.0	.0408	29.0	11.6	18.3	19.8	19.3	35.0	750,648	151,158	66,592	134,863	40,390	159,690	19,237	
* Albany	84.4	.0338	29.1	11.5	18.1	18.3	21.0	29.5	736,370	147,551	64,664	134,720	39,177	159,668	18,339	
Lee	16.3	.0065	29.3	10.4	19.9	21.2	17.5	5.4	10,615	5,055	377	87	285	698	82	
SUBURBAN TOTAL	33.9	.0135	29.0	11.3	19.2	24.4	14.1	10.9	24,893	8,662	2,305	190	1,498	720	980	
ATHENS	151.3	.0604	29.6	17.7	18.6	19.3	20.7	56.1	914,035	169,403	96,235	131,085	43,260	155,599	36,974	
Clarke	82.4	.0329	27.4	24.7	19.4	16.7	18.7	31.6	701,615	117,167	79,743	125,484	30,880	120,100	27,881	
* Athens	44.1	.0177	26.2	31.6	17.5	12.6	22.0	16.7	446,765	80,345	59,283	73,314	23,864	43,103	24,326	
Jackson	30.4	.0121	33.4	9.2	16.3	22.1	25.3	10.9	144,000	40,076	12,112	5,382	4,091	30,122	7,546	
Madison	21.8	.0087	32.4	8.9	17.7	22.2	23.2	7.7	29,263	10,281	1,264	164	1,147	2,763	392	
Oconee	16.7	.0067	31.4	9.6	20.2	23.1	19.5	5.9	39,157	1,879	3,116	55	7,142	2,614	1,155	
SUBURBAN TOTAL	107.2	.0427	31.0	11.9	19.1	22.1	20.2	39.4	467,270	89,058	36,952	57,771	19,396	112,496	12,648	
ATLANTA	2,816.6	1.1272	31.5	10.0	20.3	23.6	19.4	1,058.3	23,109,814	3,926,620	2,413,392	3,102,719	1,232,535	5,366,167	727,297	
Borrow	28.5	.0114	33.0	9.0	16.2	21.2	25.5	10.2	165,828	41,053	12,136	15,608	5,520	40,465	7,680	
Burke	16.5	.0066	31.5	12.3	17.8	19.9	23.9	5.0	112,148	37,616	5,966	1,809	2,195	10,258	5,487	
Cherokee	89.2	.0357	30.8	8.6	20.9	22.6	18.6	30.5	323,691	61,072	30,284	45,774	10,304	73,076	12,724	
Clayton	183.8	.0736	29.7	10.6	21.2	24.5	14.2	66.2	1,824,315	262,784	139,713	334,251	98,905	517,058	59,727	
Cobb	443.4	.1775	31.5	9.8	22.1	25.7	16.5	171.9	4,363,651	671,741	433,730	708,151	270,646	943,979	139,794	
* Marietta	49.8	.0199	31.5	14.0	23.4	18.8	23.0	22.4	1,161,196	172,528	100,684	101,737	78,408	377,212	34,732	
Coweta	52.5	.0210	33.1	8.5	16.3	22.1	24.8	18.8	281,115	65,769	20,439	31,575	8,031	81,086	12,189	
De Kalb	554.4	.2219	31.8	11.1	20.6	23.7	19.7	213.8	4,838,663	691,556	493,258	697,585	245,882	1,209,758	146,186	
Douglas	76.9	.0308	30.3	8.3	20.1	24.0	16.5	25.3	537,895	97,996	47,131	39,335	10,945	197,383	16,409	
Fayette	57.1	.0228	32.7	6.4	18.5	29.0	16.8	19.5	276,002	98,571	24,846	29,038	9,593	27,301	12,850	
Forsyth	44.3	.0177	32.1	8.9	18.1	23.6	21.1	16.0	205,482	46,810	19,102	31,903	9,425	44,699	9,669	
Fulton	652.0	.2609	32.2	11.3	20.0	20.9	23.5	264.7	5,573,113	878,897	945,323	608,645	263,391	1,133,543	145,748	
* Atlanta	448.2	.1794	31.8	12.3	19.7	19.3	24.5	182.2	3,192,381	479,838	543,704	455,894	164,059	490,962	79,018	
Gwinnett	329.3	.1318	30.6	8.3	23.1	25.6	14.1	117.4	3,024,250	612,118	305,090	403,709	248,079	602,669	92,893	
Henry	55.4	.0221	32.4	8.7	17.8	23.1	22.3	19.1	210,517	53,032	26,058	17,399	3,460	44,527	11,583	
Newton	45.4	.0182	32.1	9.4	15.9	21.9	23.4	15.4	213,062	53,317	18,998	31,847	7,593	49,098	7,121	
Paulding	38.1	.0152	31.4	8.9	18.2	22.4	21.0	13.5	195,317	46,736	11,222	17,659	2,966	80,786	7,203	
Rockdale	55.9	.0224	32.0	8.0	17.8	26.0	18.6	18.8	480,708	88,626	40,909	31,919	16,722	192,709	18,600	
Spalding	55.9	.0224	32.8	8.9	16.2	21.7	24.7	19.5	349,084	82,403	26,332	45,898	13,417	84,842	13,879	
Walton	38.0	.0152	32.4	8.7	15.8	21.8	24.0	12.7	134,973	36,523	12,855	8,614	5,461	34,930	7,555	
SUBURBAN TOTAL	2,318.6	.9279	31.5	9.4	20.6	24.5	18.2	853.7	18,756,237	3,274,254	1,969,004	2,545,088	990,068	4,499,993	613,547	
AUGUSTA	406.1	.1626	31.0	11.6	18.2	21.1	21.6	146.3	2,602,347	501,804	243,723	400,179	126,360	579,073	105,007	
Columbia	65.6	.0263	30.2	9.3	20.3	24.4	15.8	22.8	319,039	85,840	25,279	25,114	19,441	71,811	7,719	
McDuffie	21.0	.0084	32.1	9.4	16.5	21.0	24.2	7.6	127,482	30,030	13,929	9,023	6,279	26,377	6,840	
Richmond	195.5	.0782	30.2	14.0	18.7	19.6	21.4	68.4	1,499,069	217,451	147,503	278,714	78,103	341,845	67,372	
* Augusta	44.7	.0179	36.7	10.9	15.2	15.6	36.2	19.3	532,749	98,355	52,209	74,438	21,747	149,716	23,970	
Aiken, S. C.	124.0	.0497	32.7	9.5	16.6	21.6	24.6	47.5	656,757	168,483	52,012	87,328	22,537	139,040	23,076	
SUBURBAN TOTAL	361.4	.1447	30.5	11.7	18.5	21.8	19.8	127.0	2,069,598	403,449	191,514	325,741	104,613	429,357	81,037	
COLUMBUS	256.1	.1026	30.2	13.6	17.9	19.4	21.9	90.5	1,528,417	275,910	144,606	200,238	73,466	409,302	54,172	
Chattahoochee	21.3	.0086	22.9	33.4	25.1	12.4	2.5	3.7	3,110	1,158	61	6	22	57	2	
Muscogee	184.1	.0737	31.1	12.3	17.6	20.0	23.1	67.8	1,381,051	226,013	126,662	185,930	70,232	390,495	43,851	
* Columbus	183.2	.0733	31.0	12.3	17.7	20.0	23.0	67.2	1,381,051	226,013	126,662	185,930	70,232	390,495	43,851	
Russell, Ala.	50.7	.0203	32.6	10.0	15.8	20.4	25.8	19.0	144,256	48,739	17,883	14,302	3,212	18,750	10,319	
SUBURBAN TOTAL	72.9	.0293	28.0	16.8	18.5	18.0	19.1	23.3	147,366	49,897	17,444	14,308	3,234	18,807	10,321	
MACON-WARNER ROBINS	294.6	.1180	31.6	10.8	17.3	21.8	22.4	106.3	1,947,092	324,620	180,805	291,292	86,733	529,131	68,618	
Bibb	159.0	.0637	32.6	10.4	17.3	20.0	25.8	58.6	1,255,882	189,424	122,015	171,218	66,303	298,878	47,868	
* Macon	120.3	.0482	32.7	11.0	16.8	18.5	27.6	45.7	1,187,574	181,749	113,531	209,045	62,535	282,183	47,368	
Houston	92.5	.0370	30.4	11.1	17.8	24.5	17.3	32.8	541,703	104,677	47,577	70,005	18,024	169,189	14,548	
* Warner Robins	51.5	.0206	30.6	11.2	17.7	24.6	17.5	19.1	418,806	82,034	32,938	60,662	15,787	132,211	9,381	
Jones	20.7	.0083	31.7	9.0	15.9	23.0	21.2	7.0	27,187	8,955	2,119	256	368	10,351	620	
Peach	22.4	.0090	29.8	13.9	15.8	20.7	21.1	7.9	122,320	21,364	9,094	3,813	2,038	50,713	5,582	
SUBURBAN TOTAL	122.8	.0492	31.0	10.5	17.7	23.5	19.5	41.5	340,712	60,837	34,336	21,585	8,411	114,737	11,869	
SAVANNAH	251.2	.1005	31.6	11.2	17.5	19.6	24.4	92.3	1,703,857	331,668	177,448	240,006	100,734	371,817	67,745	
Chatham	226.2	.0905	31.7	11.4	17.6	19.4	24.7	83.6	1,614,896	298,938	174,555	226,380	98,108	342,926	67,067	
* Savannah	153.3	.0614	31.7	11.7	17.1	18.3	26.1	57.6	1,290,372	227,176	132,340	218,292	84,383	269,194	52,183	
Effingham	25.0	.0100	31.1	8.9	16.6	22.6	21.0	8.7	88,961	32,730	2,893	13,626	2,626	28,891	678	
SUBURBAN TOTAL	97.9	.0391	31.4	10.3	18.2	21.7	21.7	34.7	413,485	104,492	45,108	21,714	16,351	102,623	15,562	
OTHER COUNTIES																
Appling	17.4	.0070	31.0	9.3	15.8	20.2	23.4	5.7	71,140	17,534	6,268	1,874	3,948	20,301	4,095	
Atkinson	6.6	.0027	31.7	9.0	14.8	20.5	24.7	2.0	15,035	7,708	535	120	401	882	2,021	
Bacon	9.8	.0039	31.8	8.4	15.6	19.8	25.2	3.6	52,343	12,811	2,927	956	275	19,948	5,075	
Baker	3.5	.0014	31.7	9.8	14.4	18.3	26.9	1.2	2,818	1,216	35	76	261	458	3	
Baldwin	38.9	.0155	31.9													

METRO & COUNTY TOTALS

GA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA		Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)		Eating & Drinking Places (\$000)		General Merch. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over	Food (\$000)									
Bryan		16.9	.0067	29.8	9.2	18.0	20.9	19.7	5.4	61,032	23,600	4,538	166	421	999	2,631		
Bulloch		39.1	.0157	28.1	20.5	15.3	17.9	21.5	13.0	218,460	45,564	20,387	41,924	13,101	43,832	7,948		
Burke		21.7	.0087	30.3	9.7	15.1	17.3	25.6	7.1	67,229	22,584	5,125	1,673	3,167	16,488	4,185		
Calhoun		5.5	.0022	33.1	9.6	13.2	17.0	30.4	1.5	14,193	7,504	267	130	725	2,831	949		
Camden		23.8	.0095	29.1	14.3	16.4	20.7	19.7	7.7	147,324	34,363	14,038	17,660	3,354	26,892	3,900		
Candler		7.7	.0031	35.4	7.9	14.7	18.2	32.3	2.8	39,170	11,375	1,571	619	847	9,945	2,517		
Carroll		71.6	.0286	31.2	12.8	16.5	20.9	22.9	25.2	407,340	122,074	30,964	47,654	14,173	68,246	17,678		
Chatoosa		42.2	.0169	32.6	8.8	17.9	24.3	21.3	15.2	199,076	58,643	21,930	32,170	9,948	21,920	7,521		
Chariton		8.4	.0034	30.4	9.4	14.2	21.1	22.4	2.8	29,969	10,142	2,220	1,928	580	8,127	1,873		
Chattooga		22.0	.0088	35.0	8.4	15.3	21.0	28.9	8.1	111,218	34,597	6,460	15,791	2,240	22,374	4,535		
Clay		3.5	.0014	35.0	8.2	13.7	16.2	33.8	1.3	8,196	3,472	628	131	55	599	1,219		
Clinch		6.0	.0027	30.6	9.3	15.8	19.7	23.4	2.2	21,828	7,296	418	1,286	818	6,292	2,448		
Cliffside		31.1	.0125	30.9	10.4	16.2	19.4	23.9	10.7	189,859	55,868	11,785	19,880	8,984	42,272	7,559		
Colquitt		37.2	.0148	33.2	8.6	15.2	19.8	27.5	13.6	171,922	44,703	12,491	20,855	5,080	36,860	7,134		
Cook		14.3	.0057	32.5	8.3	15.0	19.8	26.5	5.1	57,820	13,348	5,563	1,114	2,397	10,973	3,078		
Crawford		8.7	.0035	31.4	9.5	16.1	22.3	21.9	2.5	6,626	3,844	225	37	143	842	15		
Crisp		20.2	.0081	31.9	9.3	15.5	17.8	27.5	7.2	149,763	36,181	12,946	20,466	4,268	20,648	6,346		
Dade		13.0	.0052	31.4	11.0	17.0	22.4	21.5	4.4	50,895	19,921	3,096	1,323	968	6,303	1,078		
Dawson		8.2	.0033	33.2	8.4	17.9	21.5	25.2	3.0	11,815	2,299	547	54	491	1,736	836		
Decatur		27.3	.0109	31.5	9.5	15.1	18.2	26.6	9.4	120,541	31,823	7,973	7,665	4,681	29,601	6,756		
Dodge		17.5	.0070	34.3	8.0	15.0	19.6	29.3	6.2	86,312	20,559	12,107	9,953	3,518	11,562	5,058		
Doyle		10.2	.0041	32.2	8.6	14.2	17.7	28.3	3.7	31,612	4,788	973	399	348	9,225	1,964		
Early		12.7	.0051	32.4	8.4	13.5	18.8	27.7	4.6	46,038	13,809	1,984	1,499	835	7,220	4,018		
Echols		2.5	.0010	30.9	9.5	15.8	21.5	22.1	.8	729	536	40	1	2	7			
Elbert		19.2	.0077	34.4	9.0	15.1	20.4	28.8	7.2	138,098	26,845	6,711	5,498	2,183	67,783	6,870		
Emanuel		22.3	.0089	32.8	8.8	14.9	19.1	27.6	7.7	102,037	24,936	5,971	2,818	4,419	23,239	6,786		
Evans		8.5	.0034	32.4	9.6	14.4	19.2	27.1	3.2	46,595	8,866	1,984	1,046	2,095	17,853	2,632		
Fannin		16.6	.0067	37.8	7.0	15.1	21.2	32.9	6.4	76,911	20,247	6,684	13,467	1,256	8,671	3,755		
Floyd		82.4	.0330	34.2	10.3	15.9	21.7	27.1	30.8	532,363	90,320	48,169	91,696	25,692	136,854	26,026		
Franklin		17.1	.0069	35.5	9.6	14.6	21.6	29.2	6.4	136,694	28,491	9,067	4,199	5,692	35,784	4,330		
Gilmer		13.6	.0055	35.4	8.5	15.4	22.6	28.1	4.9	81,481	18,750	7,751	11,986	3,804	19,134	3,384		

The Georgia Group Markets, plus Atlanta, account for 67% of all Georgia Households.



One convenient group buy covers markets that represent:

1,467,200 - Population
525,300 - Households
\$15,394,478,000 - EB1
\$9,210,497,000 - Retail Sales
\$1,775,314,000 - Food Sales

The Georgia Group

- Albany Herald
- Athens Banner-Herald, Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1989

GA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mfgs (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Glascock	2.3	.0009	37.8	8.7	13.3	19.3	34.6	.8	2,987	1,000	585	172	50	132	6	
Glynn	62.4	.0250	33.4	9.5	16.7	21.3	25.9	24.0	498,156	88,262	63,451	66,022	22,889	75,527	19,130	
Gordon	34.6	.0139	32.8	8.7	16.6	22.8	23.6	12.3	234,354	50,742	23,564	12,942	26,470	33,371	11,191	
Grady	22.5	.0090	32.9	8.7	14.8	19.2	27.6	7.6	120,586	23,569	3,988	8,755	4,469	25,272	3,866	
Greene	12.4	.0050	33.2	9.0	14.0	18.1	29.4	4.1	44,886	16,907	2,090	813	2,313	7,456	2,127	
Habersham	28.5	.0114	32.4	14.6	15.4	20.6	25.3	10.2	153,258	31,794	12,798	9,927	7,496	30,900	7,452	
Hall	94.2	.0377	33.2	9.4	17.1	23.0	23.9	34.3	729,971	145,905	68,685	110,148	24,113	174,502	27,326	
Hanock	9.6	.0038	30.7	9.2	14.7	17.3	26.4	3.0	12,477	4,162	487	310	413	717	2,781	
Haralson	21.2	.0085	34.9	8.1	15.2	22.5	27.4	7.9	116,017	28,871	6,286	13,517	2,276	27,430	5,982	
Harris	18.8	.0075	35.2	8.2	15.4	21.0	29.3	6.8	30,885	8,942	2,262	665	2,682	7,963	1,145	
Hart	20.2	.0081	34.2	8.4	15.4	20.4	28.4	7.1	79,644	20,728	7,213	3,373	4,072	12,137	5,099	
Heard	7.8	.0032	34.1	8.8	14.5	20.7	27.9	2.6	17,967	11,019	790	655	148	1,183	1,617	
Irwins	9.3	.0038	34.7	7.7	13.8	19.8	29.8	3.3	26,554	6,103	1,247	839	2,221	9,025	1,670	
Jasper	8.6	.0035	33.3	8.6	16.3	19.8	27.4	3.2	22,229	9,030	1,441	541	310	5,202	314	
Jeff Davis	12.6	.0050	31.4	9.3	16.7	20.5	23.4	4.5	53,805	17,599	2,078	5,341	3,056	10,755	3,116	
Jefferson	18.9	.0076	31.8	8.9	15.4	17.0	28.1	6.6	59,074	19,697	2,962	2,964	2,425	14,005	5,554	
Jenkins	8.8	.0035	32.2	9.9	15.2	18.5	27.2	2.9	24,246	11,333	618	1,575	772	3,106	2,017	
Johnson	9.0	.0036	33.8	8.9	14.3	18.7	29.6	3.3	19,040	7,750	1,201	420	1,142	3,189	1,328	
Jones	13.5	.0054	33.5	9.3	15.6	19.9	27.8	4.8	43,262	13,431	4,235	1,560	1,214	12,705	3,508	
Lanier	5.7	.0023	31.4	9.6	14.4	19.9	24.9	2.0	22,663	5,962	630	1,167	2,851	2,060	4,536	
Laurens	39.8	.0159	33.6	8.7	15.5	20.3	27.5	14.1	250,018	50,407	17,623	34,907	9,233	55,407	11,315	
Liberty	49.8	.0200	33.5	27.4	19.9	14.8	9.5	13.3	155,182	29,542	18,184	25,355	10,026	26,252	3,134	
Lincoln	7.6	.0030	33.6	9.0	15.0	19.9	28.0	2.3	13,035	3,600	1,013	448	240	1,689	1,434	
Long	5.4	.0022	28.4	13.1	16.8	18.0	20.9	1.9	3,018	1,675	265	19	71	440	7	
Lovetts	76.4	.0306	29.4	14.0	17.4	19.6	20.6	26.5	572,333	97,466	51,657	83,855	31,371	108,892	28,182	
Lumpkin	13.2	.0052	30.9	16.1	15.5	21.0	22.6	4.5	67,411	13,278	7,366	1,130	1,046	27,614	4,165	
McIntosh	9.4	.0038	33.0	10.1	14.8	18.9	28.1	3.1	38,973	14,665	1,651	536	275	9,173	1,744	
Mecon	14.5	.0058	31.2	9.8	15.2	17.6	26.6	5.1	45,303	16,371	2,658	694	1,943	6,806	3,266	
Marian	5.5	.0022	32.5	8.9	14.3	20.5	26.0	1.8	11,241	2,641	731	647	59	2,145	3,000	
Marietta	22.0	.0088	32.4	9.2	15.3	19.1	26.9	7.3	100,080	32,880	4,965	4,587	1,828	29,879	4,092	
Milledgeville	7.1	.0029	33.8	8.6	14.1	19.4	29.0	2.7	21,846	7,056	382	641	1,399	4,161	1,128	
Mitchell	21.7	.0087	30.5	9.3	14.8	18.6	24.8	7.0	68,861	20,616	5,021	6,005	3,281	13,194	4,693	
Monroe	17.3	.0069	33.4	10.1	16.3	21.1	26.3	5.7	80,000	21,131	9,510	5,180	4,654	17,469	4,124	
Montgomery	7.3	.0029	30.4	15.4	15.4	18.4	24.5	2.3	50,220	22,471	1,737	637	1,899	13,890	4,457	
Morgan	13.1	.0053	32.1	9.1	15.5	19.9	25.6	4.4	63,470	16,632	6,123	1,369	1,276	10,945	2,634	
Murray	25.7	.0102	30.7	9.7	17.9	23.5	18.9	9.1	75,611	42,651	5,275	2,300	1,216	10,365	3,281	
Oglethorpe	9.9	.0040	33.4	8.6	15.6	22.0	25.4	3.7	20,783	4,431	473	34	123	10,764	1,749	
Pickens	14.4	.0057	35.1	8.7	15.7	22.3	27.9	5.3	148,451	21,116	5,075	2,568	1,782	94,856	6,494	
Pierre	13.6	.0055	32.1	8.5	16.2	20.8	24.5	4.7	53,493	11,738	3,607	1,457	1,524	10,264	1,781	
Pike	10.4	.0041	34.1	8.1	15.3	22.5	26.0	3.4	14,146	6,399	1,541	386	197	1,561	970	
Pull	34.8	.0140	35.1	9.0	14.4	21.3	28.9	12.7	143,119	42,498	9,467	15,711	4,947	30,316	11,919	
Pulaski	8.5	.0034	34.5	8.7	14.0	20.6	28.7	3.0	35,688	12,389	2,197	519	1,932	9,330	2,862	
Punnett	13.0	.0052	33.3	9.2	16.0	20.1	27.2	4.6	37,421	16,286	2,646	1,723	2,861	2,011	3,063	
Quitman	2.3	.0009	34.0	8.6	13.5	16.1	32.5	.8	3,601	1,751	80	123	24	1,464	3	
Rabun	11.6	.0046	37.0	8.0	15.4	21.4	31.8	4.5	74,395	21,561	7,649	1,691	2,227	13,306	2,886	
Randolph	9.3	.0038	33.5	10.4	13.3	16.2	31.9	3.3	24,258	10,110	2,824	586	1,237	1,910	1,837	
Schley	3.5	.0014	31.9	8.1	15.4	20.1	25.1	1.1	10,498	3,980	187	221	65	1,868	293	
Screven	15.7	.0063	32.7	9.5	15.6	18.0	28.4	5.7	43,195	16,057	2,400	1,921	1,351	8,506	3,390	
Seminole	9.4	.0037	33.6	9.1	13.9	18.8	29.2	3.3	35,797	14,028	2,369	1,590	983	6,611	2,252	
Stephens	23.5	.0094	34.4	9.6	15.9	20.2	28.8	8.7	178,807	39,552	12,561	15,120	6,714	58,785	8,278	
Stewart	5.7	.0023	33.3	9.0	13.3	17.5	30.3	1.9	14,241	6,672	868	96	208	447	1,326	
Sumter	30.0	.0120	30.8	11.7	16.3	17.8	25.4	10.3	179,065	34,024	11,323	18,756	4,367	18,794	5,951	
Talbot	7.0	.0028	32.7	9.4	15.6	19.1	27.3	2.3	8,806	4,056	92	560	182	472	1,117	
Taliaferro	2.1	.0008	39.3	6.8	13.3	15.8	38.8	.8	2,973	283	90	12	117	130	5	
Tattnall	18.4	.0074	33.0	9.3	17.2	20.3	26.3	6.2	56,720	17,564	2,737	2,669	2,135	11,106	4,524	
Taylor	7.9	.0032	33.9	9.4	13.9	20.5	28.0	2.8	22,714	4,785	1,129	589	684	4,670	1,914	
Telfair	10.9	.0043	34.4	8.6	14.4	18.2	30.9	4.0	40,375	13,092	3,085	2,366	3,753	4,706	4,286	
Terrell	11.8	.0048	31.6	9.4	14.9	17.6	27.4	4.1	38,170	12,398	1,703	532	790	8,035	2,635	
Thomas	38.3	.0153	33.0	9.2	15.2	20.0	26.9	13.6	234,196	54,414	16,189	26,051	7,226	61,439	9,954	
Tift	35.5	.0142	30.7	11.7	16.4	19.7	23.2	12.4	259,795	51,844	21,306	26,877	8,156	60,778	9,436	
Toombs	25.2	.0101	32.4	9.1	15.1	21.0	25.1	9.2	129,178	26,239	8,395	29,472	5,674	19,421	11,370	
Towns	6.7	.0027	36.9	12.3	12.6	19.0	36.2	2.8	23,508	3,048	4,277	534	575	2,543	1,777	
Treutlen	6.1	.0024	32.9	8.5	14.9	18.3	28.6	2.1	12,381	6,300	1,354	148	296	629	1,471	
Troup	55.4	.0222	33.3	9.7	16.3	18.7	28.5	20.3	361,118	67,984	35,703	36,892	26,074	69,329	16,176	
Turner	9.6	.0038	31.7	8.8	14.7	18.9	26.2	3.2	34,108	11,887	1,990	2,123	819	11,753	1,076	
Twiggs	10.4	.0042	30.7	10.6	14.2	19.6	24.4	3.5	7,951	4,143	216	39	140	650	987	
Union	12.0	.0048	36.3	8.4	14.8	20.6	31.2	4.5	52,167	15,609	3,710	3,292	1,639	5,556	5,178	
Upson	27.3	.0109	36.0	8.5	14.7	20.5	30.9	10.1	123,042	31,745	12,924	17,309	5,834	16,192	8,307	
Walker	58.1	.0233	34.0	8.8	16.1	22.4	26.0	21.2	209,558	60,997	9,576	11,123	9,746	34,403	6,163	
Ware	37.6	.0150	33.1	8.9	16.0											

METRO & COUNTY TOTALS

GA. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					Households (Thousands)	Retail Sales (\$000)	Food (\$000)	Drinking Places (\$000)	General Mfg. (\$000)	Furniture/ Appliances (\$000)	Auto-motive (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
White	12.9	.0052	35.2	9.6	15.5	22.4	27.9	4.8	104,456	20,483	12,520	6,743	1,534	24,024	4,265	
Whitfield	73.2	.0293	31.9	9.7	17.7	23.4	21.1	26.3	599,551	118,615	47,220	82,389	66,631	133,539	18,200	
Wilcox	7.8	.0031	35.1	8.2	14.3	18.4	31.8	2.6	12,368	5,613	468	1,313	733	770	1,192	
Wilkes	11.1	.0044	35.4	8.6	14.8	20.0	30.6	4.0	57,804	12,511	2,763	3,753	1,332	13,973	4,110	
Wilkinson	11.2	.0045	31.4	10.3	15.1	20.1	24.4	3.8	22,978	8,084	1,500	423	185	4,358	1,336	
Worth	19.8	.0080	31.8	9.2	16.0	20.3	24.6	6.6	58,413	19,912	3,324	2,779	637	17,744	4,177	
TOTAL METRO COUNTIES	4,232.8	1.6940	31.3	10.8	19.6	22.6	20.2	1,564.5	32,225,341	5,608,577	3,482,885	4,443,415	1,698,676	7,478,313	1,060,499	
TOTAL STATE	6,526.6	2.6124	31.6	10.6	18.3	21.7	22.1	2,369.1	43,961,456	8,417,780	4,420,665	5,638,720	2,235,014	10,009,092	1,638,543	

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
ALBANY	1,222,568	23,967	21.4	26.2	17.8	13.3	.0414
Dougherty	1,027,246	23,091	21.9	26.7	17.0	12.3	.0369
• Albany	814,141	21,434	22.7	25.0	15.5	12.0	.0320
Lee	195,322	31,193	17.6	22.9	23.3	20.1	.0045
SUBURBAN TOTAL	408,427	30,803	17.6	29.3	24.0	17.0	.0094
ATHENS	1,611,042	20,739	25.8	25.4	13.8	12.3	.0527
Clarke	933,121	19,745	25.6	22.8	12.4	14.2	.0331
• Athens	455,760	16,152	28.7	20.0	9.5	11.2	.0182
Jackson	303,156	22,292	25.1	29.3	15.6	10.0	.0095
Madison	184,395	19,162	30.5	29.0	12.7	5.8	.0051
Oconee	190,370	26,667	21.7	26.6	19.5	15.5	.0050
SUBURBAN TOTAL	1,155,282	22,804	24.5	27.7	15.6	12.8	.0345
ATLANTA	41,303,037	31,184	17.4	24.9	19.3	24.7	1.2562
Bartow	270,351	21,284	23.4	29.1	14.5	9.4	.0093
Bulls	165,657	23,121	24.6	25.9	15.8	14.4	.0058
Cherokee	1,011,942	28,294	18.8	29.6	21.2	15.9	.0281
Clayton	2,424,940	31,810	16.9	29.8	23.7	19.9	.0834
Cobb	8,237,902	40,597	12.5	21.9	21.3	37.0	.2368
• Marietta	877,632	28,704	19.1	26.9	17.5	22.9	.0376
Covington	610,636	25,117	20.6	24.9	17.6	16.4	.0184
De Kalb	8,566,830	32,146	17.5	25.7	19.1	26.4	.2590
Douglas	884,011	31,377	16.6	29.7	24.6	17.8	.0290
Fayette	848,805	38,679	12.3	20.9	27.5	30.0	.0223
Forsyth	522,179	26,093	21.0	29.0	17.2	16.8	.0151
Fulton	9,715,076	24,623	20.7	22.3	13.6	22.0	.2970
• Atlanta	5,795,053	20,134	23.5	22.2	12.0	16.1	.1796
Gwinnett	4,844,708	36,395	13.2	26.2	25.1	27.4	.1528
Henry	642,244	28,487	18.6	29.4	20.8	16.1	.0178
Newton	457,082	24,003	21.2	29.1	18.2	12.3	.0143
Paulding	380,089	24,013	21.2	30.4	17.0	10.5	.0122
Rockdale	754,571	35,314	14.8	24.4	23.8	26.7	.0243
Spalding	591,549	23,197	23.7	27.3	15.5	14.0	.0195
Walton	374,445	22,932	24.0	27.1	16.6	12.2	.0111
SUBURBAN TOTAL	34,630,352	33,529	16.1	25.4	20.9	26.6	1.0390
AUGUSTA	4,626,316	23,955	22.4	27.0	16.4	14.6	1.4883
Columbia	806,957	29,397	18.7	27.5	21.3	18.8	.0231
McDuffie	177,100	17,889	27.2	28.8	8.9	7.2	.0066
Richmond	2,157,648	22,518	23.9	26.0	14.6	14.2	.0746
• Augusta	437,878	14,387	26.8	19.5	8.5	8.6	.0195
Aiken, S. C.	1,484,611	24,765	21.2	28.2	17.6	14.3	.0440
SUBURBAN TOTAL	4,188,438	25,465	21.7	28.2	17.6	15.5	.1288
COLUMBUS	2,674,517	20,564	25.1	27.1	13.4	10.8	.0878
Chattahoochee	265,540	25,187	26.7	39.6	15.7	10.8	.0058
Muscogee	1,974,540	21,275	25.0	26.9	13.9	11.9	.0688
• Columbus	1,958,477	21,295	25.0	26.9	13.9	11.9	.0685
Russell, Ala.	434,437	16,909	25.4	25.1	11.3	6.8	.0132
SUBURBAN TOTAL	716,040	18,747	25.7	27.4	12.0	7.5	.0193

RETAIL SALES BY STORE GROUP—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
MACON-WARREN ROBINS	3,543,694	26,432	20.6	24.8	18.1	18.4	.1114
Bibb	1,863,533	24,434	21.3	24.1	16.2	17.2	.0629
• Macon	1,368,212	22,244	22.5	24.2	14.7	15.0	.0511
Houston	1,183,209	30,748	19.4	25.6	21.9	21.0	.0349
• Warner Robins	678,623	31,080	19.0	26.3	23.1	20.0	.0217
Jones	249,430	28,267	19.7	27.4	19.0	18.8	.0059
Peach	247,522	22,645	21.5	22.3	16.1	16.5	.0077
SUBURBAN TOTAL	1,496,859	29,254	19.2	24.6	19.6	21.5	.0386
SAVANNAH	2,961,589	24,108	21.9	24.0	16.7	16.8	.0947
Chatham	2,691,219	23,857	22.1	23.8	16.2	17.1	.0871
• Savannah	1,703,462	21,236	23.5	23.5	14.3	14.5	.0607
Effingham	270,370	26,427	19.8	26.7	20.6	14.2	.0076
SUBURBAN TOTAL	1,258,127	29,485	19.2	25.2	20.6	20.5	.0340
OTHER COUNTIES							
Appling	135,194	17,397	27.8	26.5	9.7	7.6	.0047
Atkinson	41,595	15,233	29.4	21.9	8.5	6.2	.0015
Bacon	97,670	20,054	23.3	26.3	11.4	12.4	.0032
Baker	25,027	15,513	27.0	22.6	10.2	4.8	.0006
Baldwin	439,499	25,757	23.4	25.9	17.0	18.5	.0136
Banks	91,667	18,636	30.6	30.4	10.4	5.5	.0028
Bartow	507,527	21,775	25.2	31.6	14.3	8.4	.0174
Ben Hill	155,599	16,407	27.0	23.6	11.2	7.1	.0032
Berrien	186,549	20,121	24.6	28.3	12.1	9.9	.0044
Bleckley	106,881	20,929	25.2	25.3	15.3	11.1	.0031
Brantley	116,912	24,105	21.0	30.0	16.3	13.6	.0030
Brooks	121,179	15,971	26.5	21.2	11.6	8.0	.0038
Bryan	116,958	18,144	28.1	32.7	8.6	4.1	.0042
Bulloch	353,438	19,441	26.5	26.7	11.8	10.2	.0123
Burke	193,389	19,487	24.6	23.0	14.0	11.9	.0059
Calhoun	34,112	16,969	23.9	25.9	8.1	8.9	.0011
Camden	223,656	22,306	22.3	23.8	16.4	14.1	.0079
Candler	62,408	15,121	30.5	22.3	8.0	7.2	.0022
Carroll	753,459	23,879	21.9	28.6	16.0	13.5	.0244
□ Cataosa	427,750	24,227	22.2	30.3	18.1	10.7	.0133
Charlton	75,035	21,127	25.3	28.1	14.4	10.1	.0024
Chattahoochee	198,594	20,059	27.0	30.2	12.5	7.4	.0067
Clay	27,455	12,909	26.6	17.4	8.9	7.5	.0008
Clinch	57,521	18,964	28.3	22.8	16.8	8.1	.0019
Colfax	253,923	17,380	27.8	26.5	9.4	7.6	.0097
Calquitt	351,319	18,907	28.0	24.5	13.7	9.2	.0112
Cook	128,640	19,125	29.5	28.9	9.4	9.2	.0040
Crawford	74,897	23,417	20.8	28.7	16.9	11.0	.0021
Crisp	162,696	16,276	25.9	25.1	10.2	5.8	.0066
□ Dade	103,750	19,126	25.1	31.1	11.2	5.7	.0036
Dawson	69,944	18,764	26.3	29.4	11.7	5.9	.0019
Decatur	251,021	19,955	25.3	27.9	11.6	10.4	.0081
Dodge	151,308	18,020	22.8	23.6	12.0	9.6	.0032
Dooly	67,457	13,690	29.9	20.2	7.5	3.8	.0023

METRO & COUNTY TOTALS

GA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Early	103,494	14,746	25.5	21.9	9.4	8.4	.0035
Echols	21,423	21,722	20.9	28.3	14.5	11.4	.0005
Elbert	169,280	18,497	27.2	27.5	12.9	5.9	.0061
Emanuel	166,078	15,099	29.6	24.0	7.6	6.0	.0065
Evans	73,584	17,194	29.3	24.7	10.5	7.1	.0026
Fannin	127,817	14,950	30.9	23.6	8.7	4.2	.0047
Floyd	899,584	22,948	23.7	27.7	16.4	12.4	.0294
Franklin	157,774	19,331	24.7	27.0	13.8	7.5	.0062
Gilmer	103,266	15,891	29.9	27.7	7.7	4.2	.0041
Glascock	20,260	17,714	25.2	23.4	10.3	10.8	.0005
Glynn	708,389	22,321	23.4	27.2	15.0	12.7	.0244
Gordon	331,649	21,816	25.3	31.0	14.5	9.4	.0119
Grady	160,454	15,776	29.2	23.9	10.5	5.0	.0064
Greene	92,148	17,458	28.0	26.5	10.7	5.9	.0032
Habersham	294,581	22,031	25.8	29.7	14.5	10.2	.0094
Hall	1,193,182	27,470	20.4	27.5	18.2	18.7	.0384
Hancock	59,205	14,327	30.9	22.0	7.2	4.6	.0019
Haralson	192,693	19,354	27.2	29.4	12.0	7.0	.0066
Harris	192,078	22,068	21.3	27.7	14.2	12.0	.0050
Hart	177,553	19,736	27.9	30.0	11.0	8.2	.0056
Heard	76,022	22,698	24.3	28.5	10.0	13.0	.0022
Iiwin	74,068	15,548	32.6	20.0	10.3	7.3	.0023
Jasper	96,391	22,350	22.1	24.9	17.5	13.5	.0026
Jeff Davis	96,239	17,090	29.7	27.7	8.7	5.5	.0034
Jefferson	152,940	16,110	25.6	22.6	10.6	8.3	.0049
Jenkins	57,898	13,674	27.8	20.7	8.2	5.4	.0019
Johnson	72,780	15,839	25.8	25.3	10.2	5.9	.0022
Lamar	124,443	20,481	25.6	28.4	12.2	10.4	.0038
Lanier	50,384	18,923	27.4	24.8	11.6	11.0	.0017
Laurens	401,090	20,669	25.1	23.6	15.6	12.2	.0135
Liberty	438,083	18,733	33.8	28.4	11.1	6.9	.0133
Lincoln	54,110	18,393	26.7	30.7	10.2	5.4	.0017
Long	46,544	18,465	28.2	22.4	16.4	7.8	.0013
Lowndes	708,394	19,346	27.0	26.8	12.2	9.4	.0268
Lumpkin	142,472	22,143	24.4	27.1	17.0	10.8	.0043
McIntosh	66,319	15,937	26.5	23.4	11.0	5.5	.0025
Macan	133,305	18,297	24.8	22.5	12.3	11.0	.0039
Marian	41,109	18,038	21.9	26.0	9.1	9.2	.0013
Meriwether	213,317	22,268	21.9	24.9	15.2	14.3	.0068
Miller	49,659	13,697	30.1	21.9	7.3	4.2	.0017
Mitchell	174,117	17,781	24.1	23.0	12.9	9.4	.0055
Monroe	144,965	19,901	26.7	28.9	12.2	8.6	.0050
Montgomery	58,598	17,531	30.7	24.5	8.8	9.9	.0024
Morgan	107,675	18,514	28.7	27.5	11.5	7.6	.0037
Murray	227,797	20,649	26.4	33.6	11.3	6.6	.0069
Oglethorpe	96,027	20,260	25.8	26.0	15.8	8.8	.0026

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Pickens	133,070	18,788	27.9	26.0	12.7	8.2	.0058
Pierce	117,864	19,548	24.4	27.7	12.3	9.0	.0038
Pike	102,271	24,200	22.6	24.8	20.8	12.6	.0026
Polk	338,932	21,368	22.9	27.7	16.0	9.0	.0104
Pulaski	80,132	19,702	23.0	22.0	16.0	11.3	.0026
Putnam	125,177	21,612	22.2	26.6	13.4	12.6	.0035
Quitman	16,547	14,381	29.8	18.9	10.4	5.8	.0006
Robun	114,716	18,748	27.7	25.3	12.1	9.6	.0039
Randolph	72,410	13,642	24.8	22.8	7.5	5.6	.0023
Schley	25,097	18,241	21.1	27.5	8.5	9.3	.0009
Screven	132,644	15,678	26.8	22.1	10.1	7.6	.0039
Seminola	83,029	18,247	23.8	24.1	10.2	11.9	.0027
Stephens	220,450	19,593	28.6	28.7	14.4	5.8	.0083
Stewart	37,818	14,042	26.2	21.3	9.6	4.9	.0014
Sumter	294,491	20,901	23.7	26.0	13.3	12.7	.0100
Talbott	56,335	18,604	26.8	28.1	9.8	9.0	.0016
Taliaferro	12,268	11,654	31.1	18.7	4.1	1.9	.0003
Tattnall	146,531	15,925	30.0	22.4	9.7	7.3	.0048
Taylor	82,908	19,933	22.8	22.7	12.5	14.7	.0022
Telfair	90,491	15,929	28.0	22.9	10.0	7.3	.0030
Terrell	103,389	17,871	23.0	21.8	11.3	12.1	.0032
Thomas	380,910	20,826	25.2	26.8	13.9	11.2	.0129
Tift	361,548	20,601	23.1	24.9	14.3	12.1	.0129
Toombs	226,005	17,948	24.6	25.1	11.3	8.6	.0077
Towns	65,353	15,143	28.7	24.5	7.4	5.9	.0019
Trautlen	46,412	15,197	25.9	22.7	8.1	7.6	.0014
Troup	609,905	22,887	21.9	26.2	14.8	14.2	.0200
Turner	57,332	12,585	30.3	18.9	5.3	4.8	.0023
Twiggs	106,907	24,968	20.8	26.0	18.0	15.1	.0026
Union	96,896	15,262	32.5	21.5	7.9	6.2	.0034
Upson	282,970	21,737	25.9	28.5	14.7	10.4	.0086
Walker	589,304	22,448	24.9	29.6	15.9	9.8	.0172
Ware	348,387	19,070	26.0	25.1	12.9	10.0	.0125
Warren	46,884	17,588	25.0	27.5	8.4	8.7	.0014
Washington	181,278	19,632	24.3	24.0	13.1	12.0	.0060
Wayne	208,428	19,882	26.4	23.3	14.9	11.7	.0071
Webster	21,838	18,100	26.4	20.6	11.5	13.4	.0005
Wheeler	41,223	15,357	29.0	23.4	8.1	7.3	.0012
White	108,887	16,600	25.7	28.4	9.3	4.9	.0046
Whitfield	781,640	23,662	24.0	30.7	16.8	11.1	.0281
Wilcox	55,420	15,408	26.4	22.1	11.5	5.3	.0017
Wilkes	98,096	17,967	23.6	24.1	13.8	7.7	.0034
Wilkinson	115,571	24,861	21.2	27.4	18.2	13.3	.0031
Worth	167,075	19,636	24.2	27.3	13.5	8.4	.0051
TOTAL METRO COUNTIES	57,144,519	28,513	19.1	25.2	18.3	21.5	1.7494
TOTAL STATE	78,671,861	25,136	21.3	25.7	16.5	17.6	2.4849

Hawaii

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
HONOLULU	853.7	3417	30.8	12.8	20.1	21.1	20.4	273.6
Honolulu	853.7	3417	30.8	12.8	20.1	21.1	20.4	273.6
Honolulu	406.9	1629	33.8	11.1	20.4	20.9	26.8	150.5
SUBURBAN TOTAL	446.8	1788	27.9	14.3	19.7	21.3	14.7	123.1
OTHER COUNTIES								
Hawaii	119.9	0479	32.1	8.9	18.6	19.7	24.9	39.6
Kauai	49.8	0200	32.5	8.3	18.4	19.6	25.9	16.1
Maui	97.6	0390	32.3	8.9	19.8	19.9	24.7	32.4
TOTAL METRO COUNTIES	853.7	3417	30.8	12.8	20.1	21.1	20.4	273.6
TOTAL STATE	1,121.0	4486	31.1	11.8	19.8	20.8	21.5	361.7

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mdr. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
7,290,797	1,210,360	1,289,414	1,208,056	265,976	1,131,881	422,370
7,290,797	1,210,360	1,289,414	1,208,056	265,976	1,131,881	422,370
5,341,817	753,420	1,008,562	989,203	212,305	742,246	269,633
1,948,980	456,940	280,852	218,853	53,671	389,635	152,737
862,978	260,718	102,336	52,678	38,331	151,430	41,448
448,373	134,555	83,119	23,599	15,286	48,807	26,512
1,134,557	246,261	216,209	77,833	42,268	125,604	61,335
7,290,797	1,210,360	1,289,414	1,208,056	265,976	1,131,881	422,370
9,736,705	1,851,894	1,691,078	1,362,166	361,861	1,457,722	551,885

HAWAII (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
HONOLULU	12,284,357	33,168	18.7	23.6	18.0	29.3	.3821
Honolulu	12,284,357	33,168	18.7	23.6	18.0	29.3	.3821
* Honolulu	6,520,262	31,082	19.4	23.8	16.3	28.0	.2248
SUBURBAN TOTAL	5,764,095	35,600	17.8	23.2	20.2	30.8	.1573
OTHER COUNTIES							
Hawaii	1,378,108	25,781	22.1	26.3	16.4	18.3	.0456

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Kauai	612,371	29,309	20.1	28.2	19.4	20.7	.0211
Maui	1,194,904	28,020	19.8	27.1	18.5	19.2	.0458
TOTAL METRO COUNTIES	12,284,357	33,168	18.7	23.6	18.0	29.3	.3821
TOTAL STATE	15,469,740	31,534	19.3	24.4	17.9	26.8	.4946

Idaho

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA		Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- hold (Thous- ands)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over	
BOISE		206.6	.0827	30.3	10.9	20.1	21.2	20.3	78.8
Ada		206.6	.0827	30.8	10.9	20.1	21.2	20.3	78.8
	* Boise	116.1	.0465	31.6	12.3	20.2	20.0	23.2	47.9
SUBURBAN TOTAL		90.5	.0362	29.7	9.0	20.3	22.7	16.6	30.9
OTHER COUNTIES									
Adams		3.5	.0014	34.4	7.5	15.4	22.6	26.5	1.2
Bannock		67.9	.0272	28.5	12.8	19.3	18.6	18.8	24.0
Pocatello		42.4	.0170	28.9	14.7	19.5	17.8	20.2	16.0
Bear Lake		6.6	.0027	29.8	8.1	14.4	17.0	25.6	2.3
Benewah		8.9	.0035	32.4	8.0	17.3	21.5	24.0	3.2
Bingham		38.1	.0153	27.6	8.5	15.7	18.8	19.6	11.7
Blaine		13.8	.0055	30.8	10.7	28.1	22.2	16.0	5.8
Boise		3.7	.0015	32.0	8.2	19.4	21.2	22.9	1.6
Bonner		26.5	.0106	33.2	7.2	18.9	20.8	25.9	9.7
Bonneville		73.2	.0293	28.5	9.9	17.4	20.2	18.5	24.5
Boundary		7.9	.0031	32.0	7.2	17.5	20.2	24.6	2.7
Butte		3.2	.0013	31.2	7.3	15.2	19.8	24.4	1.0
Camas		.7	.0003	33.1	8.7	16.1	22.9	24.0	.3
Canyon		91.0	.0364	31.5	10.0	16.1	19.1	25.3	31.7
Caribou		8.1	.0033	27.5	9.6	16.8	18.9	18.5	2.8

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce (\$000)	Furniture/ Furnish- ings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,363,083	301,924	149,992	137,136	85,520	319,527	35,024
1,363,083	301,924	149,992	137,136	85,520	319,527	35,024
1,093,255	226,987	132,644	91,932	73,639	285,953	25,857
269,828	74,937	17,348	45,204	11,881	33,574	9,167
7,169	2,350	742	18	73	665	171
415,062	80,444	39,255	54,092	20,418	115,648	13,279
329,498	66,237	31,675	27,597	16,619	110,204	12,617
20,368	4,278	1,120	1,787	528	4,136	294
35,072	13,522	1,904	44	326	8,618	1,633
132,017	45,560	7,655	6,472	5,998	31,513	7,699
113,050	27,139	19,232	464	6,823	12,119	7,472
5,090	1,898	1,855	187	66	163	5
134,984	36,617	17,224	4,389	5,000	28,824	5,422
525,974	111,602	43,949	70,399	29,907	113,599	10,730
31,017	8,500	2,057	1,184	377	7,858	173
9,355	4,176	663	24	104	504	465
611	234	156	5	21	54	2
504,677	92,030	37,552	71,444	21,560	156,649	8,330
20,303	8,351	1,315	397	348	4,416	885

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Sources: *Median Household EBI S&MM 89

*Simmons SMS Hawaii Media & Market Study

METRO & COUNTY TOTALS

IDAHO (cont.)

POPULATION—12/31/89

S&MM ESTIMATES



RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)		Food (\$000)	Eating & Drinking- Places (\$000)	General Merch (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Cassia	20.2	.0080	28.6	8.8	15.3	18.0	22.3	6.4	113,084	28,060	7,052	7,746	7,170	30,015	3,532	
Clark	.8	.0004	31.9	9.0	13.8	23.5	22.5	.3	1,249	24	253	213	12	27	1	
Clearwater	9.1	.0036	32.7	8.9	16.4	23.0	23.2	3.3	34,879	11,967	2,961	774	244	9,488	1,573	
Custer	4.4	.0018	34.7	6.4	16.4	22.8	26.8	1.8	13,282	2,947	1,025	43	162	397	289	
Elmore	22.1	.0088	26.4	17.7	19.5	19.5	13.6	7.2	69,602	10,038	4,826	1,760	1,433	15,994	1,437	
Franklin	9.2	.0037	28.8	7.9	13.0	16.3	25.6	2.8	33,316	8,347	1,818	1,452	1,301	9,226	1,614	
Fremont	10.9	.0044	28.4	8.3	14.5	18.3	22.1	3.6	24,725	5,234	2,327	451	122	4,221	621	
Gem	11.9	.0047	34.5	7.8	14.4	19.8	29.4	4.2	31,627	11,858	1,352	838	1,405	8,490	1,103	
Gooding	12.0	.0048	35.2	7.7	14.1	19.1	31.1	4.3	34,809	7,968	2,247	1,263	2,220	5,190	1,493	
Idaho	13.7	.0055	33.7	8.1	15.9	20.6	27.4	5.1	45,541	14,275	7,063	1,337	1,984	4,712	1,957	
Jefferson	17.5	.0070	27.1	9.1	15.4	17.9	20.0	5.4	31,685	10,648	1,977	596	510	5,542	1,290	
Jerome	15.1	.0061	31.6	8.7	16.0	19.1	25.5	5.2	48,564	13,422	4,387	1,447	891	8,720	662	
Kootenai	68.4	.0273	32.8	8.4	17.8	21.7	24.4	25.0	448,525	104,102	42,501	28,552	13,612	132,808	13,430	
Latah	29.5	.0118	28.5	21.6	19.7	17.4	19.8	11.1	157,443	35,594	15,870	17,813	7,993	30,033	8,234	
Lemhi	7.0	.0028	33.8	7.2	18.2	21.2	26.8	2.7	27,562	5,169	2,628	1,421	877	5,822	1,254	
Lewis	3.9	.0016	35.2	7.9	14.7	20.7	29.6	1.4	9,183	3,912	694	20	85	374	90	
Lincoln	3.3	.0013	32.8	7.3	16.7	18.7	27.7	1.2	4,968	1,722	867	29	123	388	218	
Madison	23.0	.0092	22.1	30.9	12.3	12.6	12.4	5.8	97,620	24,741	5,563	8,031	4,155	26,530	2,326	
Minidoka	20.7	.0083	29.3	9.4	15.2	18.2	23.1	6.8	68,572	12,946	6,287	1,492	1,539	14,737	2,096	
Nez Perce	33.9	.0136	33.9	9.4	16.7	20.6	27.7	13.2	273,110	67,984	22,112	37,423	11,245	61,108	12,192	
Oneida	3.5	.0014	34.1	6.5	12.5	16.5	32.4	1.1	11,757	2,968	863	718	238	3,646	4	
Owyhee	8.5	.0034	30.8	8.9	14.7	18.2	25.6	2.9	20,067	8,419	944	31	365	945	11	
Payette	16.6	.0066	34.7	7.7	13.7	20.2	29.5	6.1	36,729	13,326	2,749	198	2,147	7,758	650	
Power	7.4	.0030	29.5	7.9	18.5	19.7	20.2	2.6	23,453	7,951	2,643	2,710	155	576	844	
Shoshone	15.5	.0062	31.8	8.9	17.2	19.8	24.8	5.6	66,725	18,219	3,737	491	880	13,487	2,508	
Teton	3.3	.0013	29.1	8.7	17.3	17.5	22.4	.9	14,694	4,764	1,083	478	724	966	410	
Twin Falls	55.0	.0220	33.0	9.3	15.8	19.5	27.2	19.7	405,467	70,469	26,693	46,060	23,771	118,185	11,703	
Valley	6.8	.0028	32.1	7.7	22.3	22.1	21.4	2.4	31,857	8,845	4,237	1,125	866	2,344	1,643	
Washington	8.3	.0033	36.4	6.7	13.6	18.2	33.5	3.1	15,789	4,156	1,623	1,566	410	3,619	189	
TOTAL METRO COUNTIES	206.6	.0827	30.8	10.9	20.1	21.2	20.3	78.8	1,363,083	301,924	149,992	137,136	85,520	319,527	35,024	
TOTAL STATE	1,021.2	.4088	30.5	10.6	17.5	19.8	22.4	362.5	5,512,716	1,258,700	503,103	514,160	263,708	1,329,141	164,978	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:					Buying Power Index
			A \$10,000-\$19,999	B \$20,000-\$29,999	C \$30,000-\$39,999	D \$40,000-\$49,999	E \$50,000 & Over	
BOISE	2,657,339	25,806	23.5	28.8	18.0	15.2	.0808	
Ada	2,657,339	25,806	23.5	28.8	18.0	15.2	.0808	
Boise	1,595,501	24,710	24.6	27.9	16.8	15.1	.0526	
SUBURBAN TOTAL	1,061,838	27,441	21.9	30.4	19.8	15.3	.0282	
OTHER COUNTIES								
Adams	30,482	20,968	25.8	34.0	12.3	6.1	.0009	
Bannock	704,106	23,915	23.2	32.3	16.8	9.9	.0233	
Pocatello	463,648	23,171	23.6	31.5	16.4	9.5	.0162	
Bear Lake	58,905	21,182	25.1	33.9	12.5	6.4	.0018	
Benewah	87,300	23,360	19.1	34.2	15.7	7.8	.0026	
Bingham	368,043	24,907	22.5	29.8	17.6	13.5	.0110	
Blaine	181,822	21,486	28.8	28.3	13.2	12.4	.0058	
Boise	37,396	19,382	30.0	32.9	10.8	4.3	.0009	
Bonner	203,369	15,706	29.6	25.1	9.4	4.4	.0076	
Bonneville	764,861	25,450	23.1	31.6	18.0	12.5	.0267	
Boundary	61,649	17,773	28.0	28.9	12.1	3.6	.0021	
Butte	32,651	23,706	23.8	25.5	17.4	14.7	.0009	
Comas	9,449	23,500	25.0	36.6	13.0	12.0	.0002	
Canyon	849,703	19,887	28.9	29.0	13.0	7.7	.0291	
Caribou	87,042	27,516	18.6	37.0	17.5	11.8	.0023	
Cassia	171,660	20,206	28.6	29.0	13.1	8.4	.0042	
Clark	7,784	19,889	30.0	32.6	8.3	8.7	.0001	
Clearwater	99,923	25,333	22.0	31.1	18.5	11.3	.0029	
Custer	44,780	18,542	30.3	28.2	10.9	7.3	.0012	
Elmore	174,317	16,946	40.3	27.0	8.5	4.0	.0057	
Franklin	65,076	19,030	33.7	32.6	10.5	3.5	.0023	
Fremont	113,840	24,767	21.6	31.2	17.3	12.6	.0031	
Gem	96,678	16,881	26.6	26.0	11.6	5.8	.0029	
Gooding	106,505	17,882	31.5	27.0	9.6	7.2	.0032	
Idaho	118,785	18,046	30.7	28.3	10.7	5.2	.0037	
Jefferson	130,566	19,476	27.6	30.8	12.5	5.2	.0040	
Jerome	140,948	20,579	28.7	31.3	11.2	9.2	.0041	
Kootenai	728,975	22,422	25.5	27.7	16.0	11.4	.0244	
Latah	350,502	22,367	26.0	26.8	14.6	13.3	.0104	
Lemhi	55,323	15,670	34.9	24.3	9.6	2.6	.0019	
Lewis	42,337	24,231	23.6	29.7	18.4	10.9	.0011	
Lincoln	25,966	16,848	32.8	28.4	8.2	3.8	.0008	
Madison	171,828	21,945	28.2	30.1	13.6	11.2	.0061	
Minidoka	206,773	23,620	25.3	33.8	15.9	9.9	.0061	
Nez Perce	404,326	23,919	21.5	26.8	17.0	13.2	.0135	
Owyhee	27,836	20,207	26.8	29.9	15.5	5.1	.0009	
Oneida	60,682	14,603	32.8	20.6	7.5	4.6	.0021	
Owyhee	151,783	18,607	29.8	27.4	10.9	7.8	.0042	
Payette	79,910	24,000	22.5	32.6	15.0	11.8	.0022	
Power	211,487	31,747	17.7	24.5	22.9	21.1	.0056	
Shoshone	22,088	18,741	31.4	28.9	11.7	6.7	.0039	
Teton	588,992	22,107	26.7	29.8	14.1	11.2	.0204	
Twin Falls	67,459	22,173	28.3	31.4	16.1	8.8	.0021	
Valley	73,427	16,221	30.7	23.6	9.6	7.4	.0021	
Washington								
TOTAL METRO COUNTIES	2,657,339	25,806	23.5	28.8	18.0	15.2	.0808	
TOTAL STATE	10,675,213	22,344	25.8	29.1	15.2	11.0	.3402	

Illinois

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA		Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over									
AURORA-ELGIN		362.3	.1449	31.1	9.8	18.7	21.5	21.3	129.9	2,669,811	505,211	237,414	321,865	152,493	542,595	120,137	
Kane		320.7	.1283	31.2	10.0	18.7	21.1	21.7	115.2	2,556,102	477,350	227,490	312,527	145,381	527,497	118,171	
• Aurora		91.7	.0367	30.0	11.0	19.3	18.2	22.1	33.3	999,749	120,089	77,991	211,665	78,914	189,256	37,000	
• Elgin		68.8	.0275	31.8	10.7	20.1	18.4	25.2	27.1	580,826	100,810	33,440	54,672	27,610	166,649	24,915	
Kendall		41.6	.0166	30.7	8.9	19.0	24.1	17.8	14.7	113,709	27,861	9,924	9,338	7,112	15,098	1,966	
SUBURBAN TOTAL		201.8	.0807	31.4	9.0	17.9	24.1	19.5	69.5	1,089,236	284,312	125,983	55,528	45,969	186,490	58,222	
BLOOMINGTON-NORMAL		127.0	.0508	29.1	20.5	17.4	17.9	21.9	46.8	971,389	149,656	96,123	147,429	53,827	196,794	41,870	
McLean		127.0	.0508	29.1	20.5	17.4	17.9	21.9	46.8	971,389	149,656	96,123	147,429	53,827	196,794	41,870	
• Bloomington		49.3	.0197	31.2	16.2	19.8	16.5	26.0	21.4	645,576	106,206	60,655	106,248	42,870	138,036	30,794	
• Normal		41.0	.0164	23.7	39.8	14.2	15.4	13.1	11.8	206,974	18,238	31,166	41,062	9,101	32,291	9,310	
SUBURBAN TOTAL		36.7	.0147	34.4	4.8	17.5	22.7	26.2	13.6	118,839	25,212	4,302	119	1,856	26,467	1,766	
CHAMPAIGN-URBANA-RANTOUL		173.8	.0696	27.1	25.2	19.5	16.9	17.6	63.7	1,307,003	232,642	157,524	194,587	63,900	209,539	44,057	
Champaign		173.8	.0696	27.1	25.2	19.5	16.9	17.6	63.7	1,307,003	232,642	157,524	194,587	63,900	209,539	44,057	
• Champaign		60.8	.0243	25.8	31.8	18.8	14.6	18.1	23.6	684,709	110,439	89,820	141,964	37,534	92,289	28,804	
• Rantoul		20.7	.0083	23.7	28.3	19.4	15.1	10.4	6.2	116,685	1,501	25,360	12,672	3,358	38,051	3,810	
• Urbana		36.9	.0148	25.7	34.0	21.0	12.9	17.6	13.1	207,439	54,474	30,273	12,835	6,491	33,482	8,346	
SUBURBAN TOTAL		55.4	.0222	31.1	10.8	19.4	22.7	19.8	20.8	298,170	66,228	12,071	27,116	16,517	45,717	3,097	
CHICAGO		6,214.4	2.4874	33.2	10.2	17.8	21.3	25.4	2,323.3	45,021,951	7,830,818	4,797,524	5,045,839	2,839,192	8,853,426	2,511,240	
Cook		5,268.7	2.1088	33.4	10.4	17.3	20.8	26.5	1,978.7	35,431,590	6,402,240	4,035,268	3,968,976	2,298,624	6,684,985	2,114,026	
Arlington Heights		71.8	.0287	35.3	8.3	15.5	27.3	23.3	25.3	942,223	177,330	77,171	72,199	110,577	262,913	53,278	
Berwyn		44.5	.0178	43.5	8.5	14.2	18.3	42.7	19.4	302,227	31,795	34,492	31,420	14,187	91,263	26,805	
• Chicago		3,012.9	1.2059	32.6	10.8	17.6	19.5	26.4	1,153.9	13,937,381	2,795,414	2,119,360	1,431,418	820,034	1,632,841	1,024,439	
• Chicago Heights		35.3	.0141	30.9	11.0	15.9	18.7	24.8	12.0	326,339	17,567	30,031	16,526	4,914	190,191	9,168	
Cicero		61.4	.0246	37.5	9.7	15.9	18.6	34.7	25.5	178,903	43,250	32,112	1,149	9,933	27,596	15,470	
Des Plaines		55.7	.0223	36.3	9.3	16.1	23.8	28.3	20.5	542,861	83,418	92,555	15,231	23,595	158,680	22,273	
• Evanston		70.3	.0281	33.7	14.8	20.2	19.4	27.9	28.0	525,868	106,776	61,568	7,420	66,732	68,058	24,744	
Mount Prospect		53.8	.0215	34.7	10.4	16.4	25.6	23.9	20.2	502,239	105,436	37,725	90,283	37,357	56,957	28,849	
Oak Lawn		57.3	.0229	39.1	9.8	12.4	21.1	34.7	20.8	913,472	163,942	51,683	84,930	37,375	374,076	42,321	
Oak Park		53.7	.0215	33.7	9.0	22.2	20.2	27.0	23.3	280,092	66,085	34,337	2,455	13,190	54,804	24,496	
Schaumburg		66.5	.0266	30.3	8.7	25.6	25.7	12.2	25.4	1,750,830	138,394	78,168	317,862	144,946	614,151	34,901	
Skokie		58.8	.0235	42.1	8.0	13.2	21.8	38.6	22.9	836,063	70,860	56,620	159,120	95,062	174,083	27,533	
Du Page		771.0	.3086	32.0	9.5	19.9	24.3	19.7	282.7	8,523,333	1,204,364	664,249	989,150	500,754	1,900,115	337,473	
Downers Grove		44.8	.0179	34.1	8.2	19.3	24.4	23.8	17.6	729,791	112,735	54,307	71,524	84,515	225,857	28,199	
Elmhurst		43.4	.0174	36.2	9.1	14.9	23.1	29.0	15.6	539,576	65,340	31,055	103	14,091	298,627	18,601	
Naperville		85.1	.0341	32.3	7.3	17.1	28.8	16.6	28.6	1,128,244	409,312	96,364	81,643	54,110	204,994	44,130	
Wheaton		50.3	.0201	32.2	11.4	19.6	23.2	21.4	18.4	284,140	61,134	17,486	5,162	21,497	60,102	24,154	
McHenry		174.7	.0700	32.2	8.4	18.4	23.3	21.6	61.9	1,067,028	224,214	98,007	87,713	39,814	268,326	59,741	
SUBURBAN TOTAL		3,095.9	1.2393	33.7	9.5	17.7	23.1	24.6	1,129.4	30,232,363	4,911,061	2,586,565	3,590,475	1,947,912	6,962,336	1,452,889	
CHICAGO-GARY-LAKE COUNTY		8,215.8	3.2884	32.7	10.3	17.8	21.4	24.4	3,017.3	58,368,209	10,317,461	6,010,166	6,430,979	3,510,848	12,047,963	3,127,825	
DAVENPORT-ROCK ISLAND-																	
MOULIE		367.5	.1471	32.3	10.4	17.5	20.4	24.9	142.0	2,473,393	497,651	242,930	300,342	117,841	573,634	111,556	
Henry		53.9	.0216	34.2	8.6	15.4	21.0	27.9	20.2	281,630	62,363	28,855	28,795	12,306	71,615	12,017	
Rock Island		155.5	.0622	33.3	10.8	16.6	20.1	27.1	60.8	973,974	185,269	102,137	119,734	46,935	230,871	59,348	
• Moline		43.6	.0175	34.6	10.7	16.8	19.6	29.7	18.3	473,690	63,840	53,218	91,286	37,859	93,464	21,158	
• Rock Island		42.4	.0170	33.5	12.6	15.4	17.1	30.6	16.8	184,024	37,964	20,421	16,650	4,649	44,595	13,335	
Scott, Iowa		158.1	.0633	30.9	10.7	19.1	20.6	21.6	61.0	1,217,789	250,019	111,938	151,813	58,600	271,148	40,191	
• Davenport		97.5	.0390	31.0	11.8	19.5	18.4	23.7	39.2	883,893	172,637	79,666	110,568	50,919	222,803	30,430	
SUBURBAN TOTAL		184.0	.0736	32.3	9.1	17.1	22.5	23.0	67.7	931,786	223,210	89,625	81,838	24,414	212,772	46,633	
DECATUR		123.7	.0495	33.3	10.0	16.6	20.5	26.7	48.2	853,212	160,790	82,766	129,078	33,579	182,608	41,703	
Macon		123.7	.0495	33.3	10.0	16.6	20.5	26.7	48.2	853,212	160,790	82,766	129,078	33,579	182,608	41,703	
• Decatur		88.2	.0353	33.8	10.7	16.3	18.9	29.1	38.7	738,487	147,571	76,185	98,972	27,283	168,436	38,690	
SUBURBAN TOTAL		35.5	.0142	32.2	8.3	17.4	24.5	20.7	12.5	114,725	13,219	6,581	30,106	6,296	14,172	3,013	
JOLIET		388.9	.1556	30.4	9.8	19.4	21.7	19.0	190.8	2,093,219	413,507	190,080	196,016	80,883	497,496	111,969	
Grundy		34.5	.0138	32.7	9.4	16.8	21.0	25.2	12.9	169,719	33,793	19,318	19,494	4,757	33,776	7,392	
Will		354.4	.1418	30.2	9.8	19.6	21.8	18.8	117.4	1,923,500	379,714	170,762	176,522	75,326	463,720	104,577	
• Joliet		76.2	.0305	32.0	11.3	17.6	17.0	27.8	28.0	845,642	166,693	71,263	116,799	40,430	211,825	46,236	
SUBURBAN TOTAL		312.7	.1251	30.0	9.4	19.8	22.9	17.3	102.3	1,247,577	246,814	118,817	79,217	39,653	285,671	63,733	
KANKAKEE		101.3	.0406	32.1	10.3	16.4	19.8	25.4	36.9	610,003	130,128	45,982	76,760	21,743	168,477	32,321	
Kankakee		101.3	.0406	32.1	10.3	16.4	19.8	25.4	36.9	610,003	130,128	45,982	76,760	21,743	168,477	32,321	
• Kankakee		29.9	.0112	33.1	10.4	15.8	17.0	29.9	11.0	254,194	47,054	19,083	39,516	12,101	44,618	23,757	
SUBURBAN TOTAL		73.4	.0294	31.7	10.3	16.8	20.8	23.6	25.9	355,809	83,074	26,899	37,244	9,642	123,859	8,474	
LAKE COUNTY		508.2	.2035	31.1	11.7	18.2	23.0	19.9	171.7	4,423,284	748,296	387,984	396,605	262,406	1,273,078	187,667	
Lake		508.2	.2035	31.1	11.7	18.2	23.0	19.9	171.7	4,423,284	748,296	387,984	396,605	262,406	1,273,078	187,667	
• North Chicago		43.9	.0176	23.3	35.7	17.3	12.9	10.9	8.5	62,479	14,359	22,492	3,209	102	3,218	1,663	

METRO & COUNTY TOTALS

ILL. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
SUBURBAN TOTAL	204.6	.0819	32.5	9.4	17.5	21.8	23.7	75.0		1,009,616	186,683	80,994	90,284	25,077	351,658	37,551
ROCKFORD	285.5	.1142	32.6	9.7	17.5	21.3	24.6	108.8		2,020,499	437,721	198,333	268,971	122,814	374,294	70,702
Boone	31.1	.0124	32.6	8.9	16.5	22.7	23.3	11.3		172,397	44,232	18,871	12,281	5,271	55,445	4,780
Winnebago	254.4	.1018	32.7	9.8	17.7	21.1	24.7	97.5		1,848,102	393,489	179,462	256,690	117,543	318,849	65,922
• Rockford	137.4	.0550	33.1	10.4	17.7	18.6	28.0	55.4		1,234,949	290,779	122,050	157,349	87,295	229,778	49,667
SUBURBAN TOTAL	148.1	.0592	32.3	8.9	17.4	23.8	21.4	53.4		785,550	146,942	76,283	111,622	35,519	144,516	21,035
SPRINGFIELD	196.1	.0785	33.7	9.3	18.3	20.2	27.5	80.9		1,440,907	249,976	155,626	243,804	70,582	269,514	69,637
Menard	12.5	.0050	35.6	7.6	15.7	21.6	29.3	4.7		34,981	12,675	1,259	2,800	618	7,197	1,569
Sangamon	183.6	.0735	33.6	9.4	18.5	20.1	27.3	76.2		1,405,926	237,301	154,367	241,004	69,964	262,317	68,068
• Springfield	102.4	.0410	33.9	10.2	19.0	18.2	29.6	45.2		1,226,344	193,985	134,367	228,049	54,720	244,259	62,362
SUBURBAN TOTAL	93.7	.0375	33.6	8.4	17.5	22.4	25.1	35.7		214,563	55,991	21,259	15,755	15,862	25,255	7,275
OTHER COUNTIES																
Adams	68.1	.0272	34.8	10.1	15.3	19.1	30.6	26.8		399,905	87,753	33,717	73,167	19,964	86,785	16,337
Quincy	39.5	.0158	36.5	11.3	14.7	17.3	34.5	16.6		368,689	81,243	30,511	67,692	18,638	81,466	16,211
Alexander	11.6	.0047	36.6	8.1	13.4	17.2	34.8	4.7		43,312	14,072	3,742	2,416	1,137	11,124	1,493
Bond	16.5	.0066	35.4	12.2	13.6	18.6	32.0	6.2		50,614	12,145	4,672	1,482	1,111	13,104	3,365
Brown	5.8	.0024	45.9	6.3	11.7	15.0	46.1	2.0		11,214	3,646	1,085	213	221	1,256	536
Bureau	37.2	.0148	36.1	8.4	14.5	19.1	32.3	14.1		144,892	30,764	10,955	13,852	7,208	30,455	3,600
Calhoun	5.8	.0024	38.6	8.0	12.4	20.3	35.0	2.1		17,403	3,106	3,310	184	181	6,262	421
Carroll	17.6	.0070	36.4	8.2	14.7	19.6	32.5	7.0		64,318	21,274	7,273	1,607	1,659	11,547	3,163
Cass	14.3	.0057	36.1	8.1	14.9	19.8	31.8	5.4		45,723	18,273	2,698	1,697	1,516	8,389	2,243
Christian	35.9	.0144	36.2	8.3	14.5	19.8	32.0	14.4		193,981	50,487	13,056	27,194	5,689	50,955	7,959
Clark	16.7	.0067	37.7	8.3	14.0	19.6	34.2	6.8		67,815	18,257	7,388	6,136	959	11,939	2,664
Clay	15.0	.0060	37.6	8.3	13.9	18.3	35.1	6.1		55,125	13,138	3,978	8,151	2,105	10,361	2,510
□ Clinton	34.4	.0137	32.3	10.5	15.1	19.0	26.9	12.1		145,003	27,590	11,908	11,990	8,583	29,206	3,376
Coles	52.2	.0209	30.6	21.3	14.6	17.1	26.4	19.5		364,561	50,956	35,157	64,197	12,538	94,054	18,413
Crawford	20.2	.0081	37.6	8.5	14.7	19.6	34.0	8.1		95,140	20,781	5,712	13,525	1,913	24,556	3,870
Cumberland	11.2	.0045	34.4	8.9	15.0	19.0	30.1	4.4		32,506	9,635	1,604	369	1,308	6,475	545
De Kalb	76.2	.0305	27.8	24.3	16.3	17.3	20.9	26.8		474,344	93,530	47,963	32,010	20,635	131,835	12,706
De Witt	18.1	.0073	35.5	8.5	15.3	20.8	30.0	7.2		90,317	19,570	6,712	9,418	1,977	37,163	2,104
Douglas	20.0	.0080	34.9	9.2	14.9	20.7	29.2	7.6		93,364	23,308	8,492	1,869	5,066	15,201	2,464
Edgar	20.2	.0080	37.0	8.0	14.5	19.4	33.4	8.3		117,617	34,789	7,941	6,947	2,439	37,719	5,803
Edwards	8.3	.0034	36.9	8.7	14.6	18.4	34.1	3.6		26,688	11,560	974	391	1,177	2,589	914
Effingham	33.7	.0135	32.3	9.7	16.2	19.1	26.6	12.4		295,003	46,381	22,690	26,996	11,114	57,300	5,303
Fayette	22.0	.0088	36.3	9.4	14.7	18.8	33.0	8.2		79,856	15,059	5,900	11,148	2,262	21,705	1,945
Ford	14.3	.0057	37.4	8.3	13.9	20.3	33.1	5.8		68,627	13,499	7,751	4,102	5,762	12,381	2,032
Franklin	42.7	.0171	38.2	7.9	13.9	19.0	35.6	17.5		221,982	48,756	17,988	28,649	7,290	59,857	11,680
Fulton	39.2	.0157	35.8	8.5	15.0	19.6	31.5	15.4		186,501	62,047	16,340	13,890	5,687	34,116	10,293
Gallatin	7.2	.0028	37.2	7.9	13.9	20.8	32.6	2.8		16,281	4,811	883	487	847	3,744	865
Greene	16.0	.0065	37.2	8.6	13.2	18.7	34.2	6.3		41,239	13,457	4,316	868	428	7,783	3,227
Hamilton	9.2	.0036	40.2	8.0	12.7	19.1	38.1	3.9		36,245	8,773	1,745	1,365	1,141	11,113	2,159
Hancock	23.0	.0092	36.4	9.0	14.4	19.0	32.8	9.2		57,281	11,052	4,546	1,174	1,366	20,912	2,509
Hardin	5.6	.0023	38.2	7.2	14.4	19.7	34.8	2.2		13,514	4,765	537	270	571	3,529	485
Henderson	9.3	.0037	34.8	9.0	14.8	20.7	29.1	3.5		14,000	4,343	2,522	33	328	1,303	207
Iroquois	31.8	.0127	36.3	8.4	14.4	20.1	31.8	12.4		112,841	27,726	9,568	9,110	3,263	21,924	3,522
Jackson	60.7	.0243	27.7	25.9	18.1	15.4	21.3	23.8		402,199	69,000	42,811	76,166	14,656	59,981	10,426
Jasper	11.5	.0046	35.4	9.3	13.8	18.6	32.0	4.3		39,563	9,694	1,888	1,816	1,517	12,777	22
Jefferson	37.6	.0151	35.1	8.6	16.0	19.0	31.2	15.6		268,023	42,308	26,799	50,623	12,505	46,663	9,406
□ Jersey	21.3	.0085	33.2	11.5	14.9	20.8	26.6	7.4		111,924	14,885	8,581	18,297	3,169	41,451	3,576
Jo Daviess	23.9	.0096	34.0	8.5	15.4	19.7	28.8	9.1		83,052	20,355	9,674	1,635	1,260	16,162	4,654
Johnson	10.3	.0041	35.3	10.7	19.5	20.7	29.8	3.3		25,416	7,866	1,963	1,077	1,385	5,378	445

AMERICA'S BEST #2 MARKET

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ILL. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% CH U.S.	Median Age CH Pop	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
18-24	25-34	35-49	50 & Over													
Knox	57.5	.0230	35.3	9.9	15.9	19.8	30.7	22.5	345,070	73,022	25,678	53,599	18,606	72,753	13,216	
La Salle	107.1	.0428	35.8	9.5	14.8	19.6	31.6	42.1	766,217	174,834	60,583	84,025	29,391	197,181	33,919	
Lawrence	16.6	.0067	38.3	8.2	14.0	18.2	36.0	6.4	63,212	14,373	3,683	10,337	2,062	11,988	2,364	
Lee	35.6	.0142	34.1	9.5	16.6	20.2	28.4	13.1	174,401	38,023	14,802	6,626	7,084	51,915	11,737	
Livingston	42.0	.0168	34.2	10.7	16.6	19.4	29.2	14.9	187,584	43,050	16,864	17,241	9,128	55,577	6,020	
Logan	31.2	.0125	35.1	12.6	16.3	19.8	30.4	10.7	170,122	34,128	15,946	21,905	8,388	31,061	4,919	
McDonough	35.3	.0141	27.9	26.9	14.1	15.5	24.5	12.4	173,346	32,199	24,063	29,188	6,060	30,683	8,398	
Macoupin	50.9	.0204	36.3	8.9	14.5	18.9	32.8	20.0	229,419	41,195	14,007	14,967	9,032	52,630	11,492	
Madison	253.6	.1015	34.1	10.4	15.6	21.0	27.7	96.8	1,617,288	341,951	165,382	212,453	44,453	386,390	53,916	
• Alton	32.9	.0132	35.1	10.5	14.7	17.1	33.0	13.2	353,059	33,610	35,949	65,863	15,680	97,721	10,701	
• Granite City	34.8	.0139	34.1	10.8	15.5	20.1	28.5	13.4	237,250	62,404	28,085	18,349	5,473	42,100	13,037	
Marion	44.6	.0178	36.0	8.9	14.5	19.6	31.9	17.2	256,126	53,543	21,636	34,828	9,524	69,490	12,787	
Marshall	13.5	.0054	35.5	8.5	14.8	19.7	31.0	5.1	47,024	12,892	4,932	1,578	940	10,218	2,450	
Mason	17.8	.0072	34.6	8.1	15.4	20.1	29.2	6.7	51,548	15,328	5,959	3,154	1,375	8,382	1,900	
Massac	15.3	.0061	38.1	8.5	13.6	20.1	34.4	6.3	48,944	12,318	3,297	1,057	756	10,567	3,578	
Mercer	19.0	.0076	34.6	8.1	15.4	22.0	27.3	7.0	49,503	10,003	5,346	10,487	1,642	7,847	1,776	
Monroe	22.6	.0091	35.1	9.2	14.6	21.7	28.5	8.3	125,393	26,229	12,327	13,656	3,484	31,621	2,436	
Montgomery	32.5	.0130	37.3	8.5	14.1	18.2	34.8	12.4	151,775	32,081	15,980	20,847	3,696	37,013	6,875	
Morgan	37.5	.0150	34.6	11.4	15.1	19.6	29.9	14.4	252,328	42,036	22,609	39,849	10,492	61,338	10,799	
Moultrie	14.9	.0059	36.1	8.4	15.2	20.1	31.5	5.4	50,924	14,041	5,428	653	806	13,791	3,639	
Ogle	46.3	.0186	33.9	8.9	15.6	22.0	26.3	17.6	172,145	44,238	12,438	8,197	3,185	47,092	6,539	
Perry	22.5	.0090	35.8	8.2	15.3	18.9	32.0	8.8	85,324	21,246	6,563	11,777	2,433	8,780	6,251	
Piatt	16.9	.0067	34.9	8.0	15.9	22.0	27.8	6.5	73,766	15,899	5,582	4,217	3,140	31,609	2,384	
Pike	18.0	.0072	38.6	7.7	13.8	18.7	36.1	7.4	66,299	16,114	4,954	8,781	1,668	12,991	780	
Pope	4.7	.0019	37.2	10.1	12.5	19.4	33.7	1.9	3,923	771	270	152	42	1,785	121	
Pulaski	8.8	.0036	37.2	8.2	12.1	16.2	36.3	3.5	12,631	5,714	670	171	502	2,040	483	
Putnam	6.1	.0024	33.2	9.2	16.7	20.7	26.3	2.2	17,847	5,361	1,036	30	119	5,335	1,369	
Randolph	36.5	.0146	34.0	10.3	17.7	19.0	29.1	12.7	201,142	46,405	18,379	30,011	4,995	59,609	5,735	
Richland	16.5	.0066	36.2	9.6	14.7	20.5	31.3	6.7	89,680	13,333	7,341	18,316	3,035	15,845	3,845	
St. Clair	269.1	.1078	32.1	10.4	15.7	19.7	25.7	97.5	1,582,454	290,529	141,694	346,195	89,624	270,425	50,542	
• Belleville	43.4	.0174	39.0	9.8	15.3	17.3	37.3	18.1	484,544	103,409	36,030	41,479	21,825	166,073	20,882	
• East St. Louis	47.8	.0191	26.1	10.5	14.4	16.4	20.7	15.3	93,382	24,217	12,688	2,550	2,166	1,691	7,931	
Saline	28.1	.0112	39.6	8.2	13.5	19.4	36.9	12.0	159,814	39,367	13,493	26,960	5,960	28,658	8,296	
Schuyler	8.0	.0032	37.6	7.6	14.9	19.1	34.4	3.1	33,441	8,536	2,891	334	1,742	6,071	3,406	
Scott	6.2	.0025	37.6	9.2	13.4	19.4	34.1	2.4	15,505	3,967	1,330	182	99	5,693	653	
Shelby	24.3	.0097	36.2	8.4	14.0	19.9	31.9	9.3	61,441	18,626	3,651	1,732	2,278	18,008	2,539	
Stark	6.8	.0027	36.1	8.3	14.2	19.2	32.3	2.5	13,057	3,640	597	36	209	5,672	57	
Stephenson	49.7	.0199	34.9	9.3	15.5	20.3	29.5	19.5	287,657	70,418	22,703	19,578	11,407	90,283	17,277	
Union	18.3	.0073	40.3	6.9	15.2	18.7	38.6	7.7	74,278	18,376	6,200	12,698	3,066	18,079	2,714	
Vermilion	90.0	.0361	34.8	9.0	15.7	19.9	29.7	35.3	520,818	127,466	48,352	76,104	17,899	99,553	21,852	
Wabash	14.0	.0056	34.6	9.9	15.6	19.0	30.4	5.5	68,094	17,783	8,160	9,347	1,418	16,432	2,365	
Warren	20.7	.0082	34.3	10.7	14.6	19.3	29.7	7.9	97,717	22,469	6,893	9,749	3,306	26,075	1,855	
Washington	16.1	.0065	37.5	8.0	14.1	18.5	34.9	6.1	62,345	9,174	4,021	1,002	2,859	18,987	3,534	
Wayne	17.7	.0071	38.5	8.4	13.1	19.5	35.4	7.4	75,779	31,005	3,649	8,271	1,969	9,958	1,831	
White	17.3	.0069	39.5	8.2	14.0	19.8	36.5	7.2	79,505	26,340	5,038	12,517	1,858	18,684	1,756	
Whiteside	63.9	.0256	33.1	9.7	15.7	20.3	26.6	24.2	343,318	66,838	32,593	58,457	13,090	78,101	16,941	
Williamson	60.8	.0244	36.2	8.6	16.3	20.7	21.2	24.8	374,701	49,860	28,156	31,116	13,147	138,497	12,681	
TOTAL METRO COUNTIES	9,638.5	3.8578	32.6	10.6	17.7	21.1	24.7	3,575.8	68,601,090	12,215,186	7,024,519	8,077,298	4,022,129	14,236,439	3,507,723	
TOTAL STATE	11,696.9	4.6817	33.0	10.7	17.2	20.8	25.7	4,371.4	78,949,322	14,488,125	7,914,662	9,271,608	4,401,022	16,711,127	3,929,148	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index	METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over					(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
AURORA-ELGIN	5,215,510	32,336	16.6	28.2	23.3	21.7	.1547	• Normal	503,565	30,950	19.4	24.3	19.2	24.4	.0146
Kane	4,659,738	32,353	16.8	27.9	22.7	22.3	.1409	SUBURBAN TOTAL	529,780	31,761	17.2	27.6	23.0	20.9	.0130
• Aurora	1,246,219	29,734	18.7	28.9	21.0	18.6	.0437	CHAMPAIGN-URBANA-RANTOUL	2,128,542	23,094	24.4	26.3	15.7	14.1	.0692
• Elgin	979,665	28,861	19.6	29.6	20.6	17.4	.0305	Champaign	744,179	20,688	23.9	24.3	14.3	12.6	.0281
Kendall	555,772	32,215	14.7	31.0	27.9	16.6	.0138	• Champaign	222,078	21,301	33.3	28.6	15.3	10.1	.0071
SUBURBAN TOTAL	2,989,626	35,127	14.4	27.4	25.4	24.8	.0805	• Rantoul	416,056	20,173	25.9	23.9	12.7	13.6	.0129
BLOOMINGTON-NORMAL	1,754,397	28,017	20.9	26.1	19.2	19.0	.0538	SUBURBAN TOTAL	746,229	28,033	21.3	29.5	19.5	17.1	.0211
McLean	1,754,397	28,017	20.9	26.1	19.2	19.0	.0538								
• Bloomington	721,052	23,856	24.0	26.1	16.8	14.9	.0262								

METRO & COUNTY TOTALS

ILL. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
CHICAGO	93,447,201	30,967	16.9	23.8	18.9	24.6	2.7031
Cook	75,927,082	28,984	17.9	24.1	18.0	22.5	2.1938
Arlington Heights	1,373,638	46,159	10.0	18.6	22.9	43.8	0.431
Berwyn	690,407	27,537	21.0	26.0	18.3	19.1	0.193
Chicago	37,468,287	23,173	20.6	24.3	15.1	16.4	1.0539
Chicago Heights	419,568	27,613	18.3	25.2	19.2	18.6	0.149
Cicero	836,553	25,398	22.7	27.5	17.7	15.4	0.208
Des Plaines	941,750	38,779	13.1	24.1	23.8	32.0	0.282
Evanston	1,297,772	31,959	18.0	25.9	16.8	28.3	0.345
Mount Prospect	997,133	41,016	11.3	22.5	23.8	36.3	0.282
Oak Lawn	943,758	36,613	14.6	23.9	21.7	31.0	0.349
Oak Park	947,215	30,761	19.0	26.5	18.1	24.9	0.236
Schaumburg	1,181,735	40,415	11.1	24.5	28.0	32.3	0.538
Skokie	1,189,747	41,254	13.6	21.1	20.7	38.2	0.374
Du Page	14,987,016	43,672	10.0	20.9	23.9	40.2	0.432
Downers Grove	925,355	44,471	11.7	18.9	22.3	41.8	0.304
Elmhurst	829,078	43,684	11.2	20.6	22.8	40.9	0.255
Naperville	1,743,971	53,707	7.7	13.3	19.4	56.1	0.530
Wheaton	1,008,670	44,420	10.6	20.7	22.7	41.6	0.243
McHenry	2,533,103	33,628	15.7	27.2	25.0	22.6	0.711
SUBURBAN TOTAL	54,261,574	38,619	13.1	23.1	22.8	33.0	1.5998
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA	121,416,054	31,238	16.6	24.5	19.7	24.1	3.5212
DAVENPORT-ROCK ISLAND-							
MOLINE	4,995,095	28,073	18.9	28.7	20.6	16.3	1.486
Henry	709,893	28,280	19.1	28.1	19.6	17.4	0.200
Rock Island	2,176,080	28,577	18.1	27.8	21.0	17.4	0.626
Moline	678,857	28,926	18.1	28.0	20.6	19.0	0.221
Rock Island	563,287	25,173	21.3	26.5	18.5	14.7	0.152
Scott, Iowa	2,109,122	27,601	19.8	29.8	20.5	14.8	0.660
Davenport	1,261,103	25,172	22.0	29.9	18.1	12.3	0.424
SUBURBAN TOTAL	2,491,848	30,341	16.8	29.0	22.5	18.1	0.689
DECATUR	1,727,001	27,923	18.4	28.4	19.4	17.7	0.511
Macon	1,727,001	27,923	18.4	28.4	19.4	17.7	0.511
Decatur	1,239,968	25,970	20.0	27.9	17.5	16.5	0.388
SUBURBAN TOTAL	487,033	33,090	14.3	29.3	25.2	20.9	0.123
JOLIET	5,240,826	34,840	14.6	26.8	25.1	22.5	1.473
Grundy	522,379	33,350	15.9	24.4	24.0	24.8	0.316
Will	4,718,447	33,792	14.4	27.3	25.2	22.2	1.337
Joliet	985,908	27,535	19.3	25.5	18.5	17.8	0.358
SUBURBAN TOTAL	4,254,918	35,320	13.3	27.3	26.8	23.8	1.115
KANKAKEE	1,154,756	24,278	21.8	30.1	16.8	12.1	0.364
Kankakee	1,154,756	24,278	21.8	30.1	16.8	12.1	0.364
Kankakee	316,426	20,747	24.4	29.1	11.9	10.5	0.115
SUBURBAN TOTAL	838,330	25,763	20.7	30.5	18.8	12.8	0.249
LAKE COUNTY	8,722,856	37,577	13.9	23.0	21.2	32.9	2.504
Lake	8,722,856	37,577	13.9	23.0	21.2	32.9	2.504
North Chicago	465,299	23,901	25.8	33.1	16.1	12.2	0.117
Waukegan	1,075,976	29,598	19.1	26.3	20.1	20.8	0.349
SUBURBAN TOTAL	7,181,581	40,555	12.0	21.7	21.6	36.9	2.038
PEORIA	5,106,303	30,394	16.9	28.1	20.3	21.2	1.464
Peoria	2,888,337	30,499	17.1	26.0	19.1	23.1	0.831
Peoria	1,724,507	28,480	18.3	25.1	17.2	22.4	0.529
Tazewell	1,802,429	30,821	16.3	29.9	21.9	19.8	0.517
Pekin	436,423	26,468	21.0	26.7	19.7	15.5	0.148
Woodford	415,537	28,488	18.0	33.0	21.6	14.8	0.116
SUBURBAN TOTAL	2,945,373	31,903	15.4	30.0	22.3	21.4	0.787
ROCKFORD	3,871,273	29,018	18.4	29.4	21.4	16.3	1.170
Boone	353,180	26,279	20.8	32.8	21.0	9.9	0.109
Winnebago	3,518,093	29,372	18.1	29.1	21.5	17.0	1.061
Rockford	1,893,517	26,848	20.1	29.0	18.7	15.2	0.613
SUBURBAN TOTAL	1,977,756	31,139	16.5	30.0	24.2	17.4	0.557
SPRINGFIELD	2,491,806	23,564	23.6	29.0	17.6	11.4	0.787
Menard	118,499	20,667	26.4	35.2	11.4	5.2	0.034
Sangamon	2,373,307	23,783	23.5	28.5	18.0	11.8	0.753
Springfield	1,340,406	21,886	24.6	27.0	15.9	11.3	0.500
SUBURBAN TOTAL	1,151,400	25,649	22.2	31.4	19.8	11.5	0.287
OTHER COUNTIES							
Adams	716,218	20,101	26.3	30.6	12.5	7.2	0.232
Quincy	428,247	18,557	27.9	28.4	11.1	6.8	0.161
Alexander	96,029	13,375	23.9	22.3	8.7	4.6	0.033

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999 (B) \$20,000-\$34,999 (C) \$35,000-\$49,999 (D) \$50,000 & Over				
			A	B	C	D	
Bond	178,836	20,345	24.7	25.3	15.2	10.1	.0049
Brown	61,605	22,000	22.6	27.7	13.0	13.4	.0016
Bureau	488,662	26,529	21.5	28.5	18.4	16.0	.0129
Calhoun	53,395	18,560	25.9	26.7	12.1	7.7	.0016
Carroll	220,986	23,850	24.4	28.2	16.8	13.2	.0058
Cass	163,989	23,959	22.0	28.3	17.8	11.1	.0044
Christian	466,864	24,507	22.6	27.0	16.9	15.3	.0133
Clark	177,555	18,785	27.1	27.1	12.5	7.4	.0052
Clay	173,271	20,808	26.3	27.5	12.6	11.2	.0048
Clinton	376,087	24,424	22.5	30.5	17.6	11.8	.0110
Coles	617,254	22,326	25.0	26.7	15.8	12.3	.0199
Crawford	302,324	28,202	19.8	25.4	18.7	21.2	.0079
Cumberland	106,625	18,296	29.8	29.6	10.1	5.8	.0030
De Kalb	955,046	26,539	21.1	28.2	19.2	15.1	.0290
De Witt	282,144	31,433	14.9	25.1	20.2	23.6	.0073
Douglas	244,593	25,790	22.6	30.0	19.1	12.1	.0069
Edgar	239,963	20,710	25.3	26.3	14.0	11.0	.0073
Edwards	117,007	24,672	25.0	26.2	18.7	13.4	.0029
Effingham	369,203	22,405	25.8	27.5	16.7	10.4	.0134
Fayette	229,662	19,710	28.4	26.9	12.9	9.4	.0067
Ford	157,707	20,596	29.7	31.3	12.5	7.6	.0047
Franklin	439,045	17,122	28.0	21.8	14.0	7.8	.0140
Fulton	405,066	20,785	24.8	30.6	13.9	7.1	.0125
Gallatin	67,095	16,933	26.4	24.5	10.5	7.8	.0019
Greene	141,271	16,618	30.6	25.9	10.2	4.4	.0042
Hamilton	127,070	23,565	22.5	25.5	15.9	15.6	.0032
Hancock	273,695	22,662	24.3	29.5	15.4	11.0	.0071
Hardin	37,883	12,361	30.7	20.7	4.7	2.5	.0013
Henderson	89,927	20,241	25.7	30.8	13.0	6.7	.0024
Iroquois	346,542	21,273	25.9	31.1	13.3	8.6	.0097
Jackson	667,689	17,681	25.7	21.7	11.7	11.7	.0221
Jasper	115,468	19,010	28.3	24.7	13.5	9.6	.0033
Jefferson	437,656	20,390	24.2	27.8	13.5	9.5	.0143
Jersey	215,876	22,679	25.5	32.3	16.3	7.6	.0070
Jo Daviess	237,614	20,273	27.5	31.9	12.7	6.1	.0070
Johnson	71,771	15,868	30.2	25.6	9.2	4.1	.0024
Knox	611,584	20,823	26.6	31.0	14.1	6.8	.0199
La Salle	1,312,207	24,967	21.5	30.7	18.8	10.9	.0418
Lawrence	156,283	18,105	25.6	28.4	12.4	5.0	.0049
Lee	462,458	28,030	20.0	28.5	21.9	15.1	.0129
Livingston	482,221	25,192	21.5	31.5	18.1	12.1	.0139
Logan	345,165	24,518	23.3	29.8	18.3	11.4	.0108
McDonough	322,222	17,132	27.5	24.9	11.7	6.4	.0107
Macoupin	576,372	22,278	23.8	27.7	16.5	10.3	.0167
Madison	2,828,116	23,620	22.4	29.8	18.2	9.4	.0915
Alton	324,575	18,514	25.5	27.6	13.1	5.8	.0137
Granite City	378,925	22,825	22.2	29.4	17.5	8.5	.0127
Marion	484,136	20,693	25.9	27.2	14.9	9.3	.0154
Marshall	151,390	23,976	20.9	33.3	15.2	10.6	.0043
Massac	190,467	22,262	22.8	31.7	14.1	9.6	.0052
Massac	137,548	15,878	27.0	25.1	10.8	4.3	.0041
Mercer	207,717	23,831	22.3	29.2	17.8	10.4	.0057
Monroe	255,900	25,217	21.3	30.4	19.2	11.0	.0078
Montgomery	344,389	20,415	25.7	25.8	16.0	9.0	.0105
Morgan	453,793	22,688	24.6	27.9	16.1	11.7	.0143
Moultrie	153,417	22,374	24.1	31.3	15.8	8.4	.0044
Ogle	626,358	29,159	19.0	29.2	21.6	16.3	.0162
Perry	286,201	24,314	23.2	23.6	18.0	16.1	.0076
Piatt	194,772	23,888	23.6	33.2	17.1	9.2	.0057
Pike	164,999	15,648	31.0	24.0	8.8	5.1	.0030
Pope	41,814	15,830	27.9	24.0	10.5	4.6	.0011
Pulaski	70,916	13,594	27.1	20.5	8.1	5.3	.0020
Putnam	71,340	26,836	19.1	32.3	19.8	12.6	.0019
Randolph	379,699	23,472	23.0	31.0	16.1	10.0	.0122
Richland	204,850	22,534	23.8	29.5	14.5	11.4	.0060
St. Clair	2,999,098	23,125	20.9	25.5	16.6	13.6	.0946
Belleville	574,241	23,733	23.3	26.6	16.2	14.4	.0206
East St. Louis	308,616	11,186	20.9	16.7	8.8	7.2	.0102
Saline	284,241	15,828	27.2	22.2	11.8	6.9	.0094
Schuyler	92,632	25,508	23.5	29.9	15.2	11.8	.0026
Scott	76,997	24,510	21.8	29.3	14.6	14.4	.0020
Shelby	239,635	19,752	26.2	30.3	12.6	6.5	.0020

ILL. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Stark	94,087	29,528	16.1	28.7	19.6	19.6	.0023
Stephenson	579,202	23,161	24.7	30.5	17.4	9.2	.0178
Union	191,742	17,062	30.8	25.7	8.5	7.8	.0035
Vermilion	1,051,370	22,897	22.4	29.2	16.1	11.1	.0323
Wabash	154,509	21,385	23.2	30.6	14.3	7.8	.0040
Warren	220,670	20,512	26.2	28.5	14.4	8.2	.0064
Washington	176,273	21,837	24.0	29.3	14.8	9.9	.0051

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Wayne	177,053	17,132	29.6	25.8	10.3	6.1	.0054
White	227,905	22,350	25.6	26.9	13.4	14.3	.0063
Whiteside	703,215	23,836	22.9	31.8	18.2	8.5	.0217
Williamson	535,004	16,103	28.7	27.9	8.8	3.8	.0195
TOTAL METRO COUNTIES	140,421,521	30,222	17.5	24.9	19.4	22.7	4.1026
TOTAL STATE	163,535,104	28,438	19.7	25.6	18.6	20.4	4.7989

Indiana

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
ANDERSON	131.4	.0526	33.2	9.7	16.6	21.3	25.8	49.3	
Madison	131.4	.0526	33.2	9.7	16.6	21.3	25.8	49.3	
* Anderson	60.5	.0242	33.4	11.1	16.1	18.9	28.6	24.0	
SUBURBAN TOTAL	70.9	.0284	33.1	8.6	17.1	23.3	23.4	25.3	
BLOOMINGTON	103.1	.0413	27.3	26.2	19.3	17.2	17.9	37.9	
Monroe	103.1	.0413	27.3	26.2	19.3	17.2	17.9	37.9	
* Bloomington	53.8	.0215	24.4	40.2	18.8	12.5	15.2	18.7	
SUBURBAN TOTAL	49.3	.0198	31.5	10.8	20.1	22.3	20.7	19.2	
ELKHART-GOSHEN	152.3	.0610	32.0	9.5	18.0	21.2	23.3	56.0	
Elkhart	152.3	.0610	32.0	9.5	18.0	21.2	23.3	56.0	
* Elkhart	45.9	.0184	32.5	10.2	18.4	18.2	27.1	18.6	
* Goshen	22.6	.0090	32.4	13.3	17.5	18.3	27.1	8.9	
SUBURBAN TOTAL	83.8	.0336	31.6	8.0	17.9	23.7	20.2	28.5	
EVANSVILLE	284.5	.1139	33.6	10.2	16.9	20.3	27.4	110.3	
Posey	284.5	.1139	33.6	10.2	16.9	20.3	27.4	110.3	
Vanderburgh	166.9	.0668	34.7	11.0	16.4	19.2	30.3	67.5	
* Evansville	136.1	.0545	34.9	11.4	16.4	17.7	32.1	56.6	
Warrick	48.4	.0194	31.6	8.5	18.4	23.2	20.6	17.0	
Henderson, Ky.	42.8	.0172	33.0	9.6	17.1	20.7	25.8	16.4	
* Henderson	26.3	.0105	33.8	10.0	16.9	19.6	28.3	10.6	
SUBURBAN TOTAL	122.1	.0489	32.3	9.0	17.6	23.3	21.9	43.1	
FORT WAYNE	367.9	.1472	31.6	10.2	18.2	20.3	23.6	135.4	
Allen	367.9	.1472	31.6	10.2	18.2	20.3	23.6	135.4	
* Fort Wayne	183.4	.0734	31.8	11.8	18.6	17.6	26.4	73.6	
De Kalb	35.6	.0142	32.1	9.3	16.5	20.5	24.7	12.6	
Whitley	27.9	.0111	32.7	9.3	16.5	20.4	25.8	10.0	
SUBURBAN TOTAL	184.5	.0738	31.5	8.6	17.7	23.0	20.8	61.8	
GARY-HAMMOND	619.2	.2478	31.3	10.5	16.9	20.9	22.9	217.2	
Lake	619.2	.2478	31.3	10.5	16.9	20.9	22.9	217.2	
* East Chicago	36.1	.0144	31.5	11.2	14.5	17.7	27.3	13.1	
* Gary	134.5	.0538	29.4	10.6	15.9	18.6	22.5	46.1	
* Hammond	84.9	.0340	32.7	11.0	16.7	18.2	28.0	32.5	
Porter	128.8	.0516	30.3	10.1	18.9	22.3	18.8	44.5	
SUBURBAN TOTAL	363.7	.1456	31.6	10.3	17.5	22.6	21.5	125.5	
INDIANAPOLIS	1,254.9	.5025	32.3	10.2	18.0	21.3	23.8	473.0	
Boone	40.1	.0161	33.9	8.3	16.8	23.4	24.7	14.6	
Hamilton	107.8	.0432	32.7	7.5	17.8	26.1	19.7	37.5	
Hancock	48.6	.0194	32.5	8.2	16.9	24.8	20.9	16.8	
Hendricks	79.3	.0318	32.0	8.8	18.0	24.0	20.5	26.4	
Johnson	87.9	.0351	31.6	10.0	17.8	22.7	21.2	30.6	
Marion	796.3	.3188	32.3	11.1	18.3	19.9	25.1	313.7	
* Indianapolis	737.6	.2952	32.2	11.0	18.2	19.8	25.0	290.1	
Morgan	55.0	.0221	32.2	8.7	16.6	23.6	21.7	19.0	
Shelby	39.9	.0160	33.1	8.8	16.3	21.7	25.3	14.4	
SUBURBAN TOTAL	517.3	.2073	32.5	9.0	17.5	23.6	22.1	182.9	
KOKOMO	100.5	.0403	32.8	9.1	16.8	22.8	23.5	38.1	
Howard	84.0	.0337	32.5	9.2	17.0	23.0	22.8	31.8	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
780,001	162,780	66,663	87,213	27,961	217,364	28,766
780,001	162,780	66,663	87,213	27,961	217,364	28,766
547,380	120,393	51,412	58,659	22,569	142,233	19,291
232,621	42,387	15,251	28,554	5,392	75,131	9,475
693,235	132,897	80,240	105,534	30,646	138,698	20,261
693,235	132,897	80,240	105,534	30,646	138,698	20,261
632,995	120,612	74,665	105,244	29,108	134,855	19,344
60,240	12,285	5,575	290	1,538	3,843	917
1,188,438	212,831	99,831	100,105	32,191	413,866	40,570
1,188,438	212,831	99,831	100,105	32,191	413,866	40,570
688,083	111,696	50,527	72,525	15,645	262,379	22,995
227,440	44,902	18,574	12,587	6,377	86,034	8,321
272,915	56,233	30,730	14,993	10,169	65,453	9,254
1,890,795	347,439	192,487	264,075	109,260	396,441	63,802
79,305	18,103	5,286	5,508	3,362	25,374	3,895
1,375,809	226,403	148,527	204,029	87,925	267,483	42,617
1,332,884	222,470	143,399	196,022	83,279	263,252	41,961
141,408	41,698	12,108	19,612	6,127	25,409	6,809
294,273	61,235	26,366	34,926	11,846	78,175	12,481
289,366	58,660	26,080	34,761	11,727	77,609	12,423
268,545	66,309	23,008	33,292	14,254	55,580	11,418
2,869,537	469,130	292,533	395,351	164,464	661,544	108,733
2,558,657	384,157	265,061	379,894	153,028	590,551	95,456
2,212,799	295,721	228,458	362,333	140,942	539,427	83,241
195,373	45,854	16,761	11,957	7,397	32,346	7,559
115,507	39,119	10,711	3,300	4,039	18,647	5,718
656,738	173,409	64,075	33,018	23,522	122,117	25,492
3,482,395	708,351	318,762	406,431	150,370	771,355	179,222
2,849,525	549,981	258,612	356,485	126,371	622,527	148,286
95,169	24,539	14,825	11,168	3,118	15,021	8,817
296,418	63,949	28,820	31,564	8,026	53,322	24,932
407,147	75,319	46,245	46,511	14,997	66,122	27,574
632,870	158,370	60,150	49,946	23,999	148,828	30,936
2,683,661	544,544	228,872	317,188	124,229	636,890	117,899
10,530,491	1,517,475	1,102,092	1,357,829	547,014	2,624,641	340,343
190,998	31,703	17,945	8,300	30,713	31,058	7,623
654,855	104,961	72,193	50,851	36,154	180,888	22,896
187,050	38,271	15,171	9,936	4,013	55,009	8,858
331,673	81,727	30,097	34,186	10,690	73,624	7,766
693,128	86,354	55,918	183,053	33,506	146,519	17,815
8,021,253	1,077,318	863,785	1,030,508	415,228	2,036,652	259,367
7,696,812	999,478	817,764	1,013,329	405,416	1,983,770	249,392
278,832	58,678	30,865	11,906	10,140	66,449	8,662
172,702	38,463	16,118	29,087	6,570	34,442	7,356
2,833,679	517,997	284,328	344,500	141,598	640,871	90,951
786,189	121,186	71,614	109,264	31,179	252,515	26,142
760,899	105,049	63,624	102,098	30,356	184,796	22,142

METRO & COUNTY TOTALS

IND. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
• Kokomo	45.4	0.182	32.7	10.0	17.2	19.9	26.1	18.5	629,808	99,773	60,564	104,825	28,361	179,150	21,772	
Tipton	16.5	0.066	34.6	8.5	15.6	22.1	27.3	6.3	115,290	16,137	7,990	2,166	823	67,719	4,021	
SUBURBAN TOTAL	55.1	0.221	33.0	8.4	16.3	25.3	21.4	19.6	156,381	21,413	11,050	4,439	2,818	73,365	4,370	
LAFAYETTE—WEST LAFAYETTE	125.8	0.504	27.4	24.4	17.6	17.0	19.7	44.9	951,071	153,975	96,099	147,169	42,706	245,806	31,244	
Tippecanoe	125.8	0.504	27.4	24.4	17.6	17.0	19.7	44.9	951,071	153,975	96,099	147,169	42,706	245,806	31,244	
• Lafayette	44.8	0.179	32.3	12.4	19.3	18.4	26.4	19.0	685,740	81,662	56,150	110,871	36,400	209,018	20,544	
• West Lafayette	21.5	0.086	24.3	41.8	16.8	12.8	15.9	7.9	190,637	55,389	29,555	36,142	1,622	9,408	8,198	
SUBURBAN TOTAL	59.5	0.239	25.0	27.2	16.7	17.5	15.9	18.0	74,694	16,924	10,394	156	4,684	27,380	2,502	
MUNCIE	120.4	0.482	31.1	16.1	15.8	20.1	23.8	43.7	728,146	130,636	79,032	96,898	43,489	149,436	29,226	
Delaware	120.4	0.482	31.1	16.1	15.8	20.1	23.8	43.7	728,146	130,636	79,032	96,898	43,489	149,436	29,226	
• Muncie	73.5	0.294	29.4	21.4	15.2	16.7	24.8	27.3	651,053	125,932	73,062	93,341	37,991	130,843	27,171	
SUBURBAN TOTAL	46.9	0.188	33.5	7.9	16.7	25.3	22.2	16.4	77,093	4,704	5,970	3,557	5,498	18,593	2,055	
SOUTH BEND—MISHAWAKA	244.0	0.976	33.0	12.0	16.6	18.8	27.9	91.9	1,905,950	317,654	174,445	288,326	110,094	472,551	66,270	
St. Joseph	244.0	0.976	33.0	12.0	16.6	18.8	27.9	91.9	1,905,950	317,654	174,445	288,326	110,094	472,551	66,270	
• Mishawaka	41.9	0.168	32.9	11.7	18.2	17.7	28.4	17.8	752,710	94,409	53,266	161,735	45,328	241,827	23,986	
• South Bend	107.7	0.431	34.0	10.4	17.0	16.1	32.2	43.2	865,888	171,996	87,213	101,714	44,640	174,243	36,712	
SUBURBAN TOTAL	94.4	0.377	32.0	14.1	15.1	22.4	23.0	30.9	287,352	49,249	33,966	24,877	20,126	56,481	5,572	
TERRE HAUTE	132.2	0.529	33.5	13.2	16.0	18.3	29.4	49.7	1,510,707	184,035	101,667	138,968	47,129	196,796	111,440	
Clay	25.1	0.100	35.8	8.9	14.9	19.5	31.6	9.6	107,401	18,706	8,806	3,884	2,185	12,607	16,566	
Vigo	107.1	0.429	33.0	14.2	16.2	18.0	28.9	40.1	1,403,306	165,329	92,861	135,084	44,944	184,189	95,074	
• Terre Haute	56.3	0.225	33.0	17.3	14.8	14.7	32.4	22.2	1,262,308	153,933	85,667	120,202	42,011	156,998	87,503	
SUBURBAN TOTAL	75.9	0.304	33.9	10.2	16.5	20.9	27.3	27.5	248,399	30,102	16,000	18,766	5,118	39,798	24,137	
OTHER COUNTIES																
Adams	31.7	0.127	31.0	9.3	16.0	18.9	24.7	10.7	219,504	43,416	19,556	12,316	8,767	87,484	5,057	
Bartholomew	66.9	0.267	32.5	8.8	17.7	23.8	21.7	25.0	440,664	84,104	45,984	55,328	29,794	85,319	16,379	
Benton	9.5	0.038	35.5	8.3	13.7	19.7	31.0	3.6	39,668	8,970	1,993	50	275	8,363	855	
Blackford	15.0	0.060	34.3	8.5	15.7	21.2	27.7	5.6	54,753	13,494	4,333	3,175	2,330	17,943	2,951	
Brown	13.9	0.056	33.8	8.4	17.8	22.4	25.5	5.4	37,757	7,899	7,470	859	807	2,516	2,734	
Carroll	19.3	0.077	34.6	8.5	15.7	20.7	28.6	7.2	54,456	13,117	3,959	2,552	649	17,546	2,235	
Cass	40.4	0.161	34.3	8.8	15.8	20.8	28.1	15.1	200,116	38,994	17,442	25,573	8,659	51,582	10,513	
□ Clark	89.7	0.360	31.7	9.6	18.7	21.4	22.5	33.0	793,832	106,510	72,692	125,706	30,532	209,080	24,996	
Clinton	31.4	0.126	34.4	8.8	15.7	20.5	28.5	11.9	146,463	26,100	14,441	22,789	5,241	32,340	6,554	
Crawford	10.6	0.042	33.6	9.3	15.2	20.0	27.8	3.7	35,480	9,074	3,523	585	333	4,139	548	
Daviess	28.8	0.115	34.5	8.7	14.9	18.8	28.5	10.6	123,373	22,375	7,709	18,369	3,521	25,097	5,107	
□ Dearborn	39.7	0.159	32.8	8.5	16.2	21.5	21.0	13.9	204,682	41,343	15,324	16,519	5,638	70,430	8,580	
Decatur	23.6	0.095	32.6	9.2	15.4	20.1	26.2	8.5	106,345	21,616	9,850	8,806	3,120	33,253	4,755	
Dubois	37.3	0.149	31.8	10.5	16.6	19.9	24.8	13.3	319,799	48,427	20,979	41,724	16,597	102,432	8,850	
Fayette	26.7	0.107	32.7	8.5	16.5	20.3	26.1	9.8	121,605	27,670	14,197	11,104	3,572	24,516	7,943	
□ Floyd	64.9	0.260	33.2	9.3	17.3	21.4	25.5	23.7	298,034	72,291	28,431	31,788	22,022	56,653	17,496	
• New Albany	37.5	0.150	34.5	9.7	16.7	18.7	30.5	14.7	261,320	60,879	24,602	31,125	18,915	51,596	14,283	
Fountain	18.3	0.073	35.5	8.6	14.7	21.3	29.4	6.8	76,574	18,003	8,999	2,495	1,446	26,194	3,395	
Franklin	20.6	0.082	31.6	8.8	15.5	20.7	24.0	6.6	53,507	17,200	3,932	1,037	1,315	14,994	1,708	
Fulton	19.5	0.078	35.8	8.6	14.6	20.0	31.1	7.5	82,284	23,252	9,635	3,919	2,137	18,586	5,817	
Gibson	33.9	0.136	35.2	9.9	14.8	20.6	29.8	13.0	135,762	39,131	11,506	7,279	3,480	39,366	5,680	
Grant	76.7	0.307	33.0	11.4	15.3	21.3	25.6	27.6	480,452	82,684	40,909	50,065	17,195	143,655	16,824	
Greene	31.3	0.125	36.6	7.7	15.0	20.4	32.1	12.4	120,235	36,083	9,048	18,240	1,993	22,616	4,096	
□ Harrison	30.7	0.123	32.3	9.2	16.9	21.6	23.6	10.6	130,145	30,717	10,803	15,771	3,858	33,002	4,535	
Henry	50.4	0.201	34.1	8.6	15.9	21.5	27.0	18.7	244,452	49,034	20,104	19,189	7,134	61,821	8,678	
Huntington	37.7	0.150	33.5	10.2	15.3	19.7	27.9	13.9	170,901	35,248	17,177	20,745	4,603	43,227	5,611	
Jackson	37.2	0.149	33.4	9.2	16.0	20.9	26.6	13.9	204,706	38,464	17,431	27,328	5,473	54,254	7,431	
Jasper	27.6	0.111	30.6	11.8	15.8	20.4	22.6	9.1	115,101	20,499	9,530	4,562	3,590	23,689	6,181	
Jay	22.1	0.088	34.6	8.6	14.7	20.4	29.0	8.2	74,187	18,907	7,821	2,587	5,816	17,770	3,594	
Jefferson	29.7	0.119	32.3	12.0	16.4	20.5	25.0	10.6	145,850	38,693	13,108	14,411	7,444	28,871	6,395	
Jennings	24.6	0.099	31.8	9.7	17.8	21.7	22.6	8.1	78,107	21,414	6,120	3,560	763	19,579	4,185	
Knox	40.6	0.163	34.7	13.7	14.1	18.9	30.8	15.8	235,966	43,775	22,044	41,096	11,392	49,807	12,628	
Kosciusko	66.8	0.267	32.1	9.9	17.8	20.7	24.1	24.6	397,658	73,144	36,068	35,137	16,632	100,409	13,839	
La Grange	30.3	0.122	29.3	9.0	15.9	19.0	21.9	9.6	95,258	19,303	10,994	4,000	5,674	17,614	2,895	
La Porte	107.3	0.430	33.0	9.5	17.7	20.4	26.0	37.8	581,308	118,409	48,702	66,988	30,723	147,315	26,728	
Lawrence	44.1	0.176	34.6	8.3	16.1	21.0	28.3	16.8	219,533	47,813	20,384	38,900	10,240	43,182	9,979	
Marshall	42.7	0.171	33.5	9.1	15.7	20.3	27.5	15.7	239,913	39,950	22,421	12,389	4,752	82,712	9,927	
Martin	10.9	0.043	32.8	9.1	16.1	20.4	26.0	3.9	41,951	11,660	3,472	482	2,294	9,002	1,461	
Miami	39.0	0.156	30.9	11.0	17.3	19.9	23.1	14.1	146,759	27,540	11,412	9,180	8,063	40,741	8,050	
Montgomery	35.6	0.142	34.4	10.8	15.3	21.2	27.7	13.5	215,717	53,046	16,618	20,817	5,758	59,031	7,082	
Newton	14.6	0.058	32.4	8.6	16.2	20.3	25.4	5.3	39,250	9,224	3,364	700	860	5,128	3,028	
Noble	39.4	0.158	32.0	9.4	17.0	19.8	25.1	14.2	193,237	48,129	16,016	11,855	3,884	60,624	7,662	
Ohio	5.2	0.021	35.0	8.9	14.7	22.0	28.2	2.0	10,658	3,779	1,594	9	112	1,155	345	
Orange	19.3	0.077	34.6	8.8	15.6	19.6	29.8	7.2	62,664	26,183	4,713	3				

METRO & COUNTY TOTALS

IND. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mds. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Ripley	26.0	.0104	33.1	8.8	15.2	19.4	27.7	8.9	127,282	40,073	10,607	10,133	4,776	24,549	4,842
Rush	18.4	.0074	33.8	9.0	14.5	19.8	28.4	6.5	65,457	13,491	4,480	4,637	2,915	22,250	3,837
Scott	21.1	.0085	31.9	9.1	16.2	21.4	23.6	7.5	98,312	24,778	11,333	5,649	2,247	23,178	3,978
Spencer	20.2	.0080	33.5	9.7	15.8	20.2	27.3	6.9	62,767	14,845	3,171	946	574	18,194	2,145
Starke	22.6	.0091	33.3	8.5	15.3	20.3	27.0	8.1	90,819	19,872	4,960	7,622	1,458	21,275	4,084
Steuben	28.9	.0116	33.5	10.9	15.7	20.4	27.3	10.8	175,856	31,332	20,705	11,279	7,105	39,516	4,358
Sullivan	20.7	.0082	36.7	7.8	15.0	18.8	33.6	8.1	110,184	13,836	4,429	11,283	1,708	16,643	4,211
Switzerland	7.7	.0031	36.3	8.1	13.6	20.9	31.1	2.8	11,358	4,665	967	108	332	747	1,118
Union	6.8	.0027	33.5	8.7	15.5	21.0	26.6	2.4	21,968	5,864	1,177	166	534	5,103	844
Vermillion	17.7	.0071	36.0	8.1	15.4	19.8	31.7	7.1	81,353	18,654	4,680	1,592	734	23,347	1,998
Wabash	35.7	.0142	32.9	11.3	15.3	20.5	26.3	12.7	188,028	42,943	15,626	24,277	6,936	44,705	8,792
Warren	8.6	.0035	34.5	8.2	15.0	22.2	27.1	3.0	8,081	4,015	745	37	196	431	172
Washington	23.8	.0095	33.1	9.3	15.3	20.8	26.3	8.6	97,735	20,543	6,658	9,919	2,500	36,822	3,368
Wayne	71.7	.0287	34.5	9.4	15.1	20.9	28.3	27.2	496,036	83,952	45,331	73,571	15,768	129,144	14,583
Richmond	38.8	.0155	34.5	10.7	15.0	18.4	30.9	15.5	436,023	68,468	39,976	71,331	13,744	116,294	12,716
Wells	26.1	.0104	32.9	9.3	16.3	20.8	25.8	9.6	105,306	29,229	10,519	5,501	5,812	26,682	3,640
White	24.3	.0098	34.4	8.4	15.9	19.4	29.7	9.5	112,674	28,229	11,969	11,996	2,451	27,322	3,745
TOTAL METRO COUNTIES	3,818.4	1.5287	31.9	11.4	17.5	20.6	24.1	1,412.2	28,449,375	4,648,015	2,776,149	3,652,021	1,386,707	6,832,003	1,091,345
TOTAL STATE	5,617.9	2.2486	32.4	10.8	16.9	20.6	25.0	2,069.4	37,142,764	6,488,824	3,535,586	4,486,489	1,711,934	9,043,018	1,440,885

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
ANDERSON	1,525,933	25,154	21.6	29.5	18.5	12.8	.0472
Madison	1,525,933	25,154	21.6	29.5	18.5	12.8	.0472
• Anderson	677,496	22,187	24.1	29.6	15.3	10.3	.0247
SUBURBAN TOTAL	848,437	28,177	19.0	29.5	21.5	15.3	.0225
BLOOMINGTON	1,201,253	21,172	25.3	25.0	13.6	13.9	.0386
Monroe	1,201,253	21,172	25.3	25.0	13.6	13.9	.0386
• Bloomington	577,475	16,653	28.3	19.5	9.8	13.0	.0241
SUBURBAN TOTAL	623,778	25,629	22.5	30.2	17.3	14.7	.0145
ELKHART-GOSHEN	1,755,806	24,452	24.2	32.5	16.7	11.7	.0596
Elkhart	1,755,806	24,452	24.2	32.5	16.7	11.7	.0596
• Elkhart	528,482	21,201	26.5	29.9	13.2	9.7	.0237
• Goshen	252,671	21,476	30.1	30.7	15.6	7.7	.0096
SUBURBAN TOTAL	974,653	27,404	20.9	34.6	19.4	14.3	.0263
EVANSVILLE	3,486,244	24,610	21.9	28.5	17.7	13.1	.1084
Posey	288,107	26,055	20.5	30.5	20.6	10.6	.0077
Vanderburgh	2,160,266	23,922	22.6	27.5	16.0	14.5	.0701
• Evansville	1,673,549	21,788	24.5	27.7	14.5	11.7	.0596
Warrick	532,062	27,319	19.5	30.2	22.8	11.2	.0144
Henderson, Ky.	505,809	23,678	22.7	29.3	17.9	10.8	.0162
• Henderson	313,686	21,960	24.0	27.6	16.6	9.9	.0119
SUBURBAN TOTAL	1,499,009	28,867	18.0	29.7	22.1	15.8	.0369
FORT WAYNE	4,516,329	26,865	21.7	29.9	19.7	14.4	.1481
Allen	3,815,524	27,029	21.5	29.4	19.8	15.0	.1270
• Fort Wayne	2,189,674	22,748	25.4	29.3	16.3	10.8	.0865
De Kalb	402,380	26,897	21.7	32.9	18.9	12.7	.0123
Whitley	298,425	25,230	23.6	32.9	19.3	9.6	.0088
SUBURBAN TOTAL	2,326,655	31,532	17.1	30.8	23.8	18.7	.0616
GARY-HAMMOND	6,915,635	27,127	17.7	30.7	20.8	12.9	.2156
Lake	5,244,079	25,907	18.1	31.2	19.3	11.6	.1686
• East Chicago	335,098	21,065	18.1	28.1	14.7	9.1	.0097
• Gary	1,166,192	20,708	19.2	28.1	15.0	8.2	.0337
• Hammond	920,433	24,203	21.1	33.0	17.5	8.7	.0279
PORTER	1,671,556	32,498	16.0	28.7	26.7	17.9	.0470
SUBURBAN TOTAL	4,493,912	30,536	16.3	31.4	24.4	16.0	.1443
INDIANAPOLIS	16,151,475	27,063	20.5	28.8	18.8	16.5	.5299
Boone	496,147	26,195	20.9	29.7	18.5	15.1	.0142
Hamilton	1,584,788	34,043	15.8	26.2	21.8	28.4	.0442
Hancock	584,720	30,213	18.2	29.1	24.5	15.9	.0160
Hendricks	912,635	29,787	18.4	31.0	24.6	14.3	.0261
Johnson	1,029,343	27,908	19.6	30.9	21.4	14.2	.0348
Marian	10,532,489	25,969	21.3	28.2	17.4	16.5	.3637
• Indianapolis	9,662,361	25,795	21.4	27.8	17.4	16.4	.3401
Morgan	597,350	26,720	20.3	31.4	20.2	11.8	.0184
Shelby	414,003	33,512	24.4	33.1	16.6	8.6	.0125
SUBURBAN TOTAL	6,489,114	28,844	19.2	30.1	21.1	16.7	.1898
KOKOMO	1,307,950	27,796	19.5	27.6	18.3	19.0	.0416
Howard	1,121,507	28,730	18.5	27.2	18.8	20.4	.0354
• Kokomo	580,993	24,445	21.1	27.1	16.4	15.4	.0234
Tipton	186,443	23,962	24.3	30.5	15.9	11.7	.0062
SUBURBAN TOTAL	726,957	30,840	18.0	28.1	20.1	22.4	.0182
LAFAYETTE-WEST LAFAYETTE	1,500,704	23,823	24.7	28.0	16.1	14.1	.0495
Tiptecanoe	1,500,704	23,823	24.7	28.0	16.1	14.1	.0495
• Lafayette	566,200	23,284	24.4	30.8	16.1	10.6	.0242
• West Lafayette	278,973	20,305	27.9	20.3	11.9	18.5	.0093
SUBURBAN TOTAL	655,531	25,741	23.6	28.3	18.0	15.9	.0160
MUNCIE	1,293,438	22,723	23.4	28.8	16.2	10.7	.0421
Delaware	1,293,438	22,723	23.4	28.8	16.2	10.7	.0421
• Muncie	738,629	18,853	27.0	26.6	12.3	8.6	.0285
SUBURBAN TOTAL	554,809	29,307	17.6	32.5	22.6	14.1	.0136
SOUTH BEND-MISHAWAKA	2,904,082	24,722	22.8	30.3	17.0	12.6	.0969
St. Joseph	2,904,082	24,722	22.8	30.3	17.0	12.6	.0969
• Mishawaka	486,688	22,011	25.9	32.0	14.9	7.8	.0239
• South Bend	1,241,482	21,984	25.0	29.4	14.6	10.4	.0426
SUBURBAN TOTAL	1,175,912	30,372	17.8	30.6	21.6	18.5	.0304

METRO & COUNTY TOTALS

IND. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
TERRE HAUTE	1,483,513	22,321	25.3	28.4	15.0	11.6	.0593
Clay	269,444	22,389	24.6	29.0	16.4	9.7	.0080
Vigo	1,213,869	22,306	25.4	28.3	14.7	12.0	.0513
• Terre Haute	590,320	19,033	28.4	27.6	11.4	8.7	.0355
SUBURBAN TOTAL	893,193	25,287	22.8	29.1	17.9	13.9	.0238
OTHER COUNTIES							
Adams	335,805	25,713	22.2	31.3	17.2	13.3	.0115
Bartholomew	975,783	30,919	16.3	27.5	20.4	22.2	.0279
Benton	100,016	21,762	27.2	31.1	13.4	9.5	.0030
Blackford	154,754	22,558	24.3	29.5	17.5	8.2	.0044
Brown	136,726	20,288	29.0	30.8	13.5	6.3	.0038
Carroll	215,501	24,085	25.2	32.8	16.8	10.1	.0057
Cass	413,829	22,126	26.0	31.6	16.3	7.2	.0131
Clark	928,417	23,206	24.2	32.8	16.2	8.5	.0351
Clinton	360,139	23,141	25.2	29.9	16.2	10.8	.0105
Crawford	76,302	15,308	30.5	23.1	10.0	4.0	.0026
Daviess	294,124	20,550	27.1	27.7	12.7	10.8	.0090
Dearborn	406,544	24,431	21.6	32.2	17.1	10.2	.0128
Decatur	232,540	21,813	25.9	32.1	14.0	8.8	.0074
Dubois	400,677	23,568	24.0	32.5	16.2	9.3	.0147
Fayette	285,188	23,020	24.4	31.7	16.4	10.0	.0085
Floyd	705,724	23,897	22.5	30.4	17.9	10.7	.0211
• New Albany	394,797	21,138	25.2	29.7	14.4	8.6	.0136
Fountain	166,070	19,565	28.2	30.5	13.2	5.2	.0054
Franklin	188,452	22,014	26.5	30.9	13.9	10.3	.0053
Fulton	196,058	20,643	28.4	31.6	12.3	7.7	.0061
Gibson	364,993	22,035	24.1	28.5	15.6	10.0	.0106
Grant	849,107	24,400	22.1	29.5	17.7	12.3	.0274
Greene	318,108	19,092	27.4	26.0	14.5	7.4	.0094
Harrison	293,027	22,475	25.1	33.4	14.8	8.2	.0092
Henry	541,679	23,280	24.3	30.2	16.6	10.5	.0165
Huntington	411,321	23,547	26.2	32.8	15.7	9.6	.0122
Jackson	371,935	21,667	25.6	31.1	15.2	7.3	.0123
Jasper	274,695	24,142	23.7	33.6	15.7	10.5	.0083
Jay	190,553	18,434	30.4	30.4	10.6	4.9	.0060
Jefferson	322,456	22,516	26.2	27.6	16.1	12.2	.0098
Jennings	211,017	20,654	26.7	31.3	13.8	6.4	.0066
Knox	369,468	16,832	28.4	26.5	9.5	6.0	.0129

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Elkhart	792,290	23,042	23.6	30.8	18.0	13.0	.0244
La Grange	258,008	20,593	29.4	30.9	13.0	7.6	.0080
La Porte	1,146,540	24,632	22.6	30.7	18.8	10.6	.0361
Lawrence	439,275	20,185	27.3	28.5	14.4	7.6	.0142
Marshall	461,375	22,874	25.7	29.6	17.1	9.8	.0147
Martin	109,240	22,392	24.9	29.1	16.0	10.4	.0032
Miami	365,038	20,124	30.3	30.4	14.1	5.8	.0112
Montgomery	388,032	22,828	27.2	31.2	16.4	9.3	.0125
Newton	138,525	21,898	24.1	33.0	14.3	7.0	.0039
Noble	386,712	22,261	27.3	32.2	16.4	7.1	.0125
Okla	57,465	22,537	22.2	26.7	16.5	11.5	.0015
Orange	161,150	17,114	30.3	27.9	8.9	4.8	.0050
Owen	168,366	18,471	28.2	28.9	11.6	5.5	.0050
Platte	137,184	18,510	27.4	29.9	11.2	5.5	.0045
Perry	160,765	19,885	26.1	30.2	14.2	5.4	.0052
Pike	133,354	19,610	26.9	27.1	14.6	7.3	.0035
Pulaski	144,995	21,398	27.8	28.7	13.5	10.9	.0041
Putnam	301,689	23,574	24.0	29.5	17.8	9.5	.0090
Randolph	266,257	20,542	27.5	32.5	13.4	5.6	.0081
Ripley	260,501	22,869	23.9	30.4	15.4	10.9	.0081
Rush	171,063	20,629	28.2	29.9	14.5	7.3	.0033
Scott	193,806	20,658	28.1	31.6	13.1	6.9	.0064
Spencer	206,032	23,690	23.2	28.5	16.9	11.7	.0058
Stark	186,683	18,498	27.3	30.4	11.6	4.3	.0063
Steuben	303,262	21,703	26.3	31.3	14.6	8.3	.0099
Sullivan	172,669	16,307	31.2	27.9	9.6	3.3	.0062
Switzerland	61,732	16,956	29.4	28.0	8.9	4.9	.0017
Union	67,631	22,100	26.5	29.4	15.8	10.0	.0020
Vermillion	197,375	21,786	26.2	27.7	15.8	10.1	.0040
Wabash	375,266	22,571	26.8	31.5	15.9	9.2	.0119
Warren	101,879	27,672	18.4	30.6	18.7	16.7	.0025
Washington	216,554	19,557	28.4	30.3	11.5	7.1	.0069
Wayne	749,869	21,605	25.5	30.4	14.4	8.9	.0258
Richmond	399,048	19,284	26.9	28.5	12.4	7.5	.0168
Wells	278,554	23,383	26.1	32.3	17.1	8.8	.0081
White	254,190	21,804	27.1	32.8	14.0	7.4	.0078
TOTAL METRO COUNTIES	45,870,365	25,838	21.3	29.5	18.3	14.1	1.4988
TOTAL STATE	64,443,087	24,562	22.6	29.7	17.4	12.6	2.0770

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POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
CEDAR RAPIDS	171.5	.0687	31.9	11.1	18.3	21.1	23.2	68.3	1,395,696	282,217	121,529	210,365	68,302	313,973	46,493	
Linn	171.5	.0687	31.9	11.1	18.3	21.1	23.2	68.3	1,395,696	282,217	121,529	210,365	68,302	313,973	46,493	
• Cedar Rapids	110.2	.0441	32.2	11.5	18.8	19.8	25.0	45.6	1,139,220	228,146	104,020	204,147	46,214	230,520	40,213	
SUBURBAN TOTAL	61.3	.0246	31.3	10.3	17.7	23.2	20.3	22.7	256,476	54,071	17,509	6,218	22,086	83,453	6,280	
DAVENPORT-ROCK ISLAND	367.5	.1471	32.3	10.4	17.5	20.4	24.9	142.0	2,473,393	497,651	242,930	300,342	117,841	573,634	111,556	
Scott	158.1	.0633	30.9	10.7	19.1	20.6	21.6	61.0	1,217,789	250,019	111,938	151,813	58,600	271,148	40,191	
• Davenport	97.5	.0390	31.0	11.8	19.5	18.4	23.7	39.2	883,893	172,637	79,666	110,568	50,919	222,803	30,430	
Henry, Ill.	53.9	.0216	34.2	8.6	15.4	21.0	27.9	10.2	281,630	62,363	28,653	28,793	12,306	71,615	12,017	
Rock Island, Ill.	153.5	.0622	33.3	10.8	16.6	20.1	27.1	60.8	973,974	185,269	102,137	119,734	46,935	230,871	59,348	
• Moline	43.6	.0175	34.6	10.7	16.8	19.6	29.7	18.3	473,690	63,840	53,218	91,286	37,859	93,464	21,158	
• Rock Island	42.4	.0170	33.5	12.6	15.4	17.1	30.6	16.8	184,024	37,964	20,421	16,650	4,649	44,595	13,335	
SUBURBAN TOTAL	184.0	.0736	32.3	9.1	17.1	22.5	23.0	67.7	931,786	223,210	89,625	81,838	24,414	212,772	46,633	
DES MOINES	395.9	.1585	32.4	10.6	18.8	20.9	24.2	161.5	3,327,033	711,631	311,989	413,335	156,234	753,314	90,696	
Dallas	30.7	.0123	34.1	8.0	16.8	21.3	27.2	12.2	124,547	31,262	5,353	8,714	3,985	40,454	2,601	
Polk	327.5	.1311	32.4	11.0	19.0	20.6	24.5	135.7	3,022,650	632,653	298,508	399,056	150,973	633,756	84,474	
• Des Moines	196.8	.0788	32.8	11.7	18.8	18.3	27.5	85.1	1,919,065	414,309	201,158	247,954	108,435	395,633	51,874	
Warren	37.7	.0151	31.3	9.6	17.8	23.1	20.3	13.6	179,836	47,716	8,128	5,565	1,366	79,104	3,621	
SUBURBAN TOTAL	199.1	.0797	32.0	9.6	18.5	23.4	21.1	76.4	1,407,968	297,322	110,831	165,381	47,889	357,681	38,822	
DUBUQUE	90.5	.0363	30.7	11.8	16.1	18.6	24.5	31.7	673,592	134,455	63,933	128,591	28,547	142,328	22,422	
Dubuque	90.5	.0363	30.7	11.8	16.1	18.6	24.5	31.7	673,592	134,455	63,933	128,591	28,547	142,328	22,422	
• Dubuque	59.1	.0237	32.0	12.5	16.3	17.8	27.3	22.1	591,440	116,987	58,488	119,279	24,143	110,834	20,710	
SUBURBAN TOTAL	31.4	.0126	28.3	10.4	16.0	20.2	19.0	9.6	82,152	17,468	5,445	9,312	4,404	31,494	1,712	
IOWA CITY	87.2	.0349	27.7	23.9	23.2	16.7	16.3	34.4	650,019	156,377	73,839	87,020	31,663	116,284	21,259	
Johnson	87.2	.0349	27.7	23.9	23.2	16.7	16.3	34.4	650,019	156,377	73,839	87,020	31,663	116,284	21,259	
• Iowa City	50.7	.0203	26.1	30.6	24.0	14.3	14.4	20.0	481,002	119,905	56,911	72,118	24,651	74,400	17,908	
SUBURBAN TOTAL	36.5	.0146	30.0	14.6	22.5	20.0	18.7	14.4	169,017	36,472	16,928	14,902	7,012	41,884	3,351	
SIOUX CITY	117.1	.0469	32.7	10.3	16.6	18.3	27.9	45.5	831,037	185,606	76,507	126,541	30,484	154,826	22,220	
Woodbury	99.1	.0397	33.1	10.3	16.3	18.2	28.8	38.9	767,799	170,878	65,172	125,667	26,753	143,404	20,511	



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METRO & COUNTY TOTALS

IOWA (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce (\$000)	Furniture/ Furnish- Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
* Sioux City	79.3	.0317	33.1	10.8	16.6	17.8	29.0	31.3	726,783	163,248	57,339	118,332	26,193	139,241	20,018
Dakota, Neb.	18.0	.0072	30.6	9.9	18.5	19.0	22.7	6.6	63,238	14,728	11,335	874	3,729	11,416	1,809
SUBURBAN TOTAL	37.8	.0152	31.9	9.1	17.1	19.3	25.5	14.2	104,254	22,358	19,168	8,209	4,291	15,579	2,302
WATERLOO-CECIL FALLS	148.6	.0596	30.9	14.0	17.3	18.8	24.1	55.8	962,819	186,687	81,600	139,961	29,841	264,204	32,822
Black Hawk	125.0	.0501	30.6	14.3	17.8	18.6	23.6	47.2	859,073	161,018	72,615	128,856	27,058	241,650	29,307
* Cedar Falls	32.6	.0130	27.6	23.7	17.4	17.9	19.2	11.3	298,974	34,421	26,316	36,265	8,181	122,070	8,607
* Waterloo	67.5	.0270	31.9	11.5	18.2	17.9	26.5	27.3	505,699	108,530	42,710	91,217	17,946	100,845	19,882
Bremer	23.6	.0095	32.7	12.4	15.0	19.9	26.7	8.6	103,746	25,669	8,985	11,105	2,783	22,554	3,515
SUBURBAN TOTAL	48.5	.0196	31.6	10.9	16.2	20.5	24.1	17.2	157,946	43,736	12,574	12,479	3,714	41,289	4,333
OTHER COUNTIES															
Adair	8.6	.0035	39.2	7.7	12.8	18.3	37.1	3.5	30,974	9,722	4,000	1,382	319	4,195	1,230
Adams	5.2	.0021	39.3	7.3	13.1	20.1	35.8	2.1	16,906	3,172	1,091	174	302	4,121	235
Allamakee	14.8	.0059	35.6	8.3	13.4	17.8	33.0	5.4	70,986	20,350	5,227	2,983	1,280	19,451	1,350
Appanoose	14.4	.0057	37.5	8.2	13.9	17.4	35.7	6.0	72,168	24,940	4,101	7,330	1,719	15,068	1,430
Audubon	7.3	.0030	39.0	7.5	12.5	18.9	36.6	2.9	33,581	7,555	1,408	549	1,916	12,756	252
Benton	22.9	.0091	35.1	8.6	14.4	20.1	30.0	8.9	83,693	19,094	6,002	2,154	2,745	22,036	2,399
Bloom	25.6	.0102	36.3	9.3	16.2	19.1	32.6	10.2	122,894	34,878	8,864	5,897	5,675	34,157	3,960
Buchanan	22.1	.0088	31.5	9.5	15.5	18.1	26.6	8.0	98,956	19,041	5,916	11,413	981	28,556	2,887
Buena Vista	19.9	.0080	34.5	13.6	14.2	16.7	32.5	7.7	120,896	27,288	10,802	12,139	3,526	24,024	3,038
Butler	16.3	.0065	35.9	7.9	14.8	18.3	32.8	6.2	41,673	6,901	3,009	1,591	917	9,123	1,384
Calhoun	11.9	.0047	39.9	8.0	12.5	18.1	38.2	4.7	40,683	9,075	1,865	1,207	1,444	16,715	1,474
Carroll	22.6	.0091	33.5	9.1	13.8	17.6	30.4	8.4	144,840	34,629	8,515	15,058	4,496	38,515	2,356
Cass	15.7	.0063	38.0	8.2	13.9	18.6	35.4	6.5	106,270	19,576	7,310	10,284	2,944	27,696	4,526
Cedar	18.4	.0073	35.1	8.3	15.5	19.9	30.1	7.3	81,701	22,567	3,750	6,526	1,673	24,939	871
Cerro Gordo	48.2	.0193	35.2	10.2	16.1	19.3	31.0	20.0	438,562	90,626	37,539	81,692	12,845	86,203	7,691
Cherokee	14.3	.0058	36.3	8.4	14.8	19.1	32.6	5.9	81,882	19,473	4,751	7,475	1,837	23,971	3,017
Chickasaw	14.2	.0056	34.0	9.2	13.6	19.1	29.5	5.3	49,851	15,450	4,356	1,620	1,760	13,349	1,608
Clarke	8.9	.0036	37.2	8.4	14.1	19.0	34.0	3.5	51,800	14,984	3,814	5,112	516	10,400	700
Clay	18.0	.0072	33.7	9.8	16.6	18.9	28.9	7.4	123,649	26,377	6,624	19,195	5,264	31,139	3,125
Clayton	20.9	.0084	35.7	8.7	13.6	18.7	32.3	8.1	74,211	13,481	4,162	841	1,245	30,327	2,279
Clinton	53.2	.0213	33.8	9.3	15.8	19.9	28.2	20.4	327,126	68,927	28,592	31,764	12,934	100,359	12,327
Crawford	17.9	.0071	34.2	9.0	14.6	18.9	29.9	6.8	75,298	16,561	7,889	3,628	1,126	13,946	2,596
Davis	8.9	.0036	36.4	8.6	13.5	19.0	32.9	3.3	25,733	5,519	1,328	361	566	10,092	1,204
Decatur	8.8	.0035	35.6	14.4	12.9	17.0	33.7	3.3	23,043	8,041	1,413	296	747	2,242	1,117
Delaware	18.9	.0076	32.0	9.6	13.8	18.8	27.1	6.7	62,419	13,694	6,142	5,247	1,266	17,588	2,444
Des Moines	44.7	.0179	34.7	8.7	16.4	19.6	30.0	18.2	313,785	69,991	33,702	64,221	12,115	51,017	9,675
Dickinson	15.2	.0060	36.8	7.7	15.9	18.8	33.6	6.3	122,932	26,580	13,948	6,267	1,952	42,155	3,090
Emmet	11.6	.0046	34.1	9.9	15.1	17.8	30.8	4.7	60,996	16,488	4,056	4,823	1,260	17,097	1,900
Fayette	23.0	.0092	35.5	9.3	13.7	18.5	32.2	9.0	113,993	30,032	6,580	10,296	3,660	32,064	3,567
Floyd	18.1	.0073	36.1	7.8	14.3	19.9	31.7	7.1	76,169	21,497	6,013	9,916	1,812	14,588	1,946
Franklin	11.8	.0047	37.8	7.7	14.5	19.1	34.8	4.9	35,528	7,267	2,419	1,710	1,131	5,992	1,379
Frederick	9.2	.0037	38.5	7.1	14.0	18.4	36.0	3.8	24,592	14,184	831	97	195	763	1,412
Greene	10.6	.0042	38.4	7.4	13.9	17.7	36.6	4.5	54,187	11,879	2,501	2,435	431	25,390	1,694
Grundy	13.3	.0053	36.6	7.6	14.5	20.4	32.1	5.3	35,921	11,080	3,193	33	1,732	8,204	1,799
Guthrie	11.6	.0047	40.0	6.6	13.2	18.4	38.0	4.7	31,652	5,685	2,658	939	1,391	5,006	1,694
Hamilton	16.5	.0066	36.5	8.5	14.7	19.5	32.5	6.7	87,757	23,034	5,311	5,927	1,755	17,192	2,654
Hancock	13.5	.0054	34.8	8.4	15.5	18.5	31.2	5.6	37,728	9,794	3,368	389	1,853	9,971	1,746
Hardin	20.2	.0081	37.0	9.7	13.6	18.7	34.0	8.0	93,075	25,856	5,420	7,577	1,231	26,322	2,849
Harrison	15.6	.0062	36.8	8.4	13.0	18.9	33.6	6.0	80,797	9,281	5,360	229	1,427	38,469	2,396
Henry	19.1	.0077	34.8	10.3	16.0	18.7	31.0	7.2	101,306	24,634	8,366	14,062	2,503	27,439	3,115

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IOWA (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thous- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
Howard	10.2	.0040	38.6	7.9	12.4	17.1	37.3	4.0
Humboldt	11.4	.0046	38.0	7.9	13.5	19.4	34.6	4.9
Iida	8.7	.0035	38.3	7.8	13.4	18.6	35.6	3.5
Iowa	15.0	.0060	36.6	8.6	14.5	19.4	32.7	6.0
Jackson	22.1	.0088	33.6	9.0	13.9	19.5	28.5	8.2
Jasper	36.6	.0147	35.7	8.4	15.3	21.1	30.0	14.5
Jefferson	17.0	.0068	33.8	9.9	20.3	18.5	29.0	6.6
Jones	20.3	.0081	33.7	10.2	15.4	19.2	28.8	7.3
Keokuk	11.8	.0047	38.9	7.9	13.2	17.5	37.1	4.7
Kossuth	19.8	.0080	34.9	8.9	13.9	18.5	31.4	7.7
Lee	41.6	.0166	34.4	9.1	16.3	19.4	29.6	16.3
Louisia	12.5	.0050	33.7	8.6	15.6	20.3	27.6	4.6
Lucas	9.6	.0038	38.8	7.5	13.1	20.2	35.2	4.1
Lyon	12.2	.0049	34.5	8.1	14.3	18.0	31.2	4.4
Madison	12.5	.0050	37.1	6.7	14.3	20.1	33.0	4.7
Mahaska	23.1	.0092	35.1	10.4	15.5	17.6	32.5	9.2
Marion	30.5	.0122	33.5	12.1	15.3	19.2	28.5	11.3
Marshall	39.5	.0159	34.5	9.0	16.6	20.1	29.2	15.9
Mills	14.0	.0056	33.4	8.9	18.0	20.0	27.1	4.8
Mitchell	11.2	.0044	38.3	8.4	11.9	18.1	36.0	4.5
Monona	10.7	.0043	40.1	7.3	12.9	18.1	38.4	4.4
Muskegon	8.5	.0034	37.9	8.6	13.4	18.2	35.6	3.3
Montgomery	12.6	.0051	38.5	8.0	14.4	17.7	36.6	5.3
Muscatine	41.5	.0166	32.4	9.6	16.7	20.2	25.6	15.8
O'Brien	15.7	.0063	37.3	9.2	13.4	17.9	34.8	6.2
Osceola	7.8	.0031	37.2	8.5	12.8	18.5	34.4	3.1
Page	17.9	.0072	38.5	8.0	14.1	18.1	36.5	7.3
Palo Alto	10.9	.0043	36.6	9.7	12.6	18.2	33.8	4.4
Plymouth	24.7	.0099	33.4	10.4	14.2	18.5	29.3	9.3
Pocahontas	10.2	.0041	38.8	7.5	12.8	18.5	36.6	4.1
Portsmouth	88.2	.0353	33.0	9.8	15.8	20.3	26.6	34.1
• Council Bluffs	57.2	.0229	32.7	10.8	16.2	18.7	27.6	23.1
Poweshiek	19.0	.0076	33.9	13.7	14.4	18.5	29.9	7.3
Ringgold	5.6	.0022	41.2	7.0	13.5	17.7	39.7	2.3
Sax	12.5	.0050	38.8	7.7	13.4	17.6	37.1	5.3
Shelby	14.1	.0056	35.8	8.0	13.5	19.1	32.0	5.5
Sioux	31.1	.0125	30.9	13.3	13.8	17.5	26.9	10.7
Story	73.1	.0292	26.3	28.5	18.1	15.6	18.6	25.7
Ames	44.2	.0177	24.1	40.1	18.2	13.1	13.5	14.5

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Merch. (\$'000)	Furniture/ Furnish- ings (\$'000)	Auto- mobile (\$'000)	Drug (\$'000)
33,295	11,224	2,658	1,817	204	5,707	36
48,175	16,421	4,029	4,897	1,105	9,703	2,503
43,506	10,736	2,869	3,381	294	11,576	1,826
97,031	22,526	18,221	1,526	5,426	12,110	1,765
102,443	28,735	6,959	6,273	1,940	29,445	3,426
187,102	46,935	15,200	19,968	4,835	38,117	6,129
103,351	26,332	6,697	15,714	1,854	24,335	1,819
80,672	18,530	4,577	12,868	2,106	19,251	1,882
42,995	8,426	2,590	873	627	14,987	1,149
86,013	20,293	8,926	7,300	2,427	25,159	2,221
253,710	66,697	15,099	32,934	8,054	72,713	8,764
33,350	6,586	2,885	568	1,143	10,701	994
32,037	13,490	3,334	1,227	695	3,794	1,202
35,043	7,167	2,676	580	2,646	8,259	607
59,231	14,385	5,585	843	403	12,764	2,743
125,560	37,413	11,144	15,031	5,591	16,560	3,123
146,945	35,887	12,845	16,435	4,145	30,916	4,378
241,944	59,602	19,775	37,822	8,649	46,664	9,090
46,254	12,629	3,311	210	338	13,243	1,452
43,736	10,054	4,035	638	1,459	12,353	1,254
44,329	8,739	3,446	890	1,097	15,478	3,369
36,808	10,835	1,400	2,029	379	13,146	1,371
63,065	17,208	4,880	8,410	814	14,471	2,960
222,897	53,473	17,694	30,491	7,122	54,397	7,626
97,646	22,158	6,589	3,245	1,554	27,143	4,170
20,276	4,953	1,391	935	531	4,325	1,055
108,532	16,483	7,039	14,534	2,519	26,081	4,050
43,513	11,256	2,448	1,258	1,053	11,043	1,693
127,019	28,887	9,549	8,455	1,895	39,813	2,442
54,379	34,711	2,678	1,908	1,536	6,442	823
801,538	91,591	47,130	53,383	9,556	220,011	24,761
485,449	82,269	39,438	51,491	9,009	159,445	22,437
101,196	24,769	7,468	13,541	1,757	26,042	2,498
27,212	6,021	2,120	406	643	7,071	216
47,980	12,981	4,045	648	785	11,994	1,137
59,558	17,037	5,015	5,845	1,004	10,934	2,290
113,593	25,921	8,149	4,284	4,106	36,173	3,720
481,809	107,517	51,765	74,919	15,966	112,185	10,625
386,563	80,275	45,113	72,378	12,808	77,118	8,536

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METRO & COUNTY TOTALS

IOWA (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

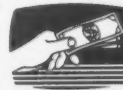
METRO AREA
County
City

METRO AREA		Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ing (\$000)	Auto- mobile (\$000)	Drug (\$000)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Tama		17.9	.0072	37.0	7.7	13.7	19.4	33.3	6.8	60,621	15,191	5,303	5,212	1,683	10,875	1,538	
Taylor		7.5	.0030	40.7	7.3	12.9	17.0	39.8	3.1	17,505	6,056	1,866	88	412	2,712	197	
Union		13.1	.0053	36.6	8.7	14.6	18.1	33.8	5.4	79,149	23,072	11,230	9,245	1,795	13,439	1,016	
Van Buren		8.0	.0032	37.7	7.6	13.5	18.6	35.2	3.1	17,391	5,646	1,472	442	413	1,742	732	
Wapello		37.1	.0148	36.8	9.1	14.9	18.8	33.5	15.3	208,323	55,887	14,260	26,272	6,425	30,386	7,424	
Washington		20.1	.0080	35.4	8.4	15.3	18.8	31.8	7.7	105,907	29,842	6,182	6,920	3,044	26,407	2,610	
Wayne		7.1	.0029	42.8	7.0	12.3	16.9	42.4	3.0	22,920	8,035	1,473	205	227	2,041	248	
Webster		42.5	.0170	34.8	10.2	15.3	18.9	30.8	16.9	289,220	54,773	20,885	63,095	10,843	56,159	7,236	
Winnebago		12.7	.0051	36.6	9.8	14.3	17.8	34.3	5.2	55,968	12,787	4,704	3,700	1,601	16,217	2,446	
Winneshek		21.6	.0086	31.7	16.7	12.6	17.2	28.7	7.7	109,785	25,855	8,846	17,802	4,938	15,537	1,819	
Worth		8.7	.0035	38.1	7.6	14.5	19.2	35.2	3.5	18,120	4,713	1,695	43	326	3,229	210	
Wright		13.0	.0060	38.5	8.0	13.6	18.6	36.1	6.1	57,875	18,118	3,506	2,424	1,907	13,588	2,117	
TOTAL METRO COUNTIES		1,239.1	.4963	31.5	12.0	18.4	19.9	23.7	485.7	9,596,285	1,983,855	877,130	1,316,135	409,588	2,224,666	299,155	
TOTAL STATE		2,857.8	1.1439	32.3	10.9	16.5	19.2	27.9	1,117.2	17,801,489	3,980,050	1,529,639	2,163,125	644,445	4,194,660	539,572	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
CEDAR RAPIDS	2,340,693	27,453	20.2	31.1	21.0	13.2	.0736
Linn	2,340,693	27,453	20.2	31.1	21.0	13.2	.0736
• Cedar Rapids	1,539,000	26,639	20.8	30.4	19.9	13.1	.0521
SUBURBAN TOTAL	801,693	28,903	19.1	32.2	23.3	13.4	.0215
DAVENPORT-ROCK ISLAND-							
MOINE	4,995,095	28,073	18.9	28.7	20.6	16.3	.1486
Scott	2,109,122	27,601	19.8	29.8	20.5	14.8	.0660
• Davenport	1,261,103	25,172	22.0	29.9	18.1	12.3	.0424
Henry, Ill.	709,893	28,280	19.1	28.1	19.6	17.4	.0200
Rock Island, Ill.	2,176,080	28,577	18.1	27.8	21.0	17.4	.0626
• Moline	678,857	28,926	18.1	28.0	20.6	19.0	.0221
• Rock Island	563,287	25,173	21.3	26.5	18.5	14.7	.0152
SUBURBAN TOTAL	2,491,848	30,341	16.8	29.0	22.5	18.1	.0689
DES MOINES	5,378,601	23,772	22.0	30.2	18.2	13.4	.1712
Dallas	349,106	22,638	25.3	32.0	15.9	8.1	.0099
Polk	4,592,359	23,995	21.8	29.7	18.2	14.2	.1486
• Des Moines	2,634,185	23,033	24.1	29.6	15.8	11.2	.0892
Warren	437,136	26,707	20.9	33.0	20.4	10.7	.0127
SUBURBAN TOTAL	2,744,416	28,584	19.6	30.7	20.9	16.0	.0820
DUBUQUE	954,062	23,556	22.4	32.4	16.6	8.7	.0335
Dubuque	954,062	23,556	22.4	32.4	16.6	8.7	.0335
• Dubuque	656,193	22,812	23.1	31.2	16.2	8.3	.0250
SUBURBAN TOTAL	297,869	24,919	21.1	34.8	17.6	9.5	.0085
IOWA CITY	1,121,511	22,415	24.6	26.4	14.7	14.0	.0354
Johnson	1,121,511	22,415	24.6	26.4	14.7	14.0	.0354
• Iowa City	628,240	20,027	25.7	23.5	12.7	13.8	.0220
SUBURBAN TOTAL	493,271	25,356	23.1	30.2	17.5	14.4	.0134
SIoux CITY	1,271,748	21,079	24.7	30.2	13.9	8.4	.0431
Woodbury	1,081,490	20,636	25.0	29.4	13.8	8.3	.0377
• Sioux City	879,874	20,700	24.8	29.1	14.0	8.5	.0324
Dakota, Neb.	190,258	23,232	22.8	35.2	14.8	8.7	.0054
SUBURBAN TOTAL	391,874	21,801	24.5	32.7	13.8	8.1	.0107
WATERLOO-CEDAR FALLS	1,983,490	27,791	19.6	29.5	19.8	15.5	.0590
Black Hawk	1,695,846	28,107	19.3	29.3	20.1	16.0	.0508
• Cedar Falls	438,158	28,579	19.8	29.2	19.1	18.5	.0145
• Waterloo	935,435	26,710	20.4	28.4	19.6	14.5	.0284
Bramor	288,044	26,024	21.3	30.5	18.2	13.1	.0082
SUBURBAN TOTAL	106,297	28,667	18.2	31.6	20.5	15.1	.0161

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
OTHER COUNTIES							
Adair	82,141	16,381	32.0	23.9	9.0	6.7	.0025
Adams	45,461	16,343	31.7	28.0	7.9	3.6	.0041
Allamakee	107,148	14,628	32.2	23.9	7.6	2.6	.0013
Appanoose	120,186	13,960	30.0	24.5	7.4	2.7	.0042
Audubon	59,151	14,513	37.8	22.3	4.2	5.4	.0021
Benton	231,523	20,419	25.1	31.7	13.1	6.2	.0067
Butler	296,849	21,963	25.8	29.3	15.7	9.1	.0087
Buchanan	205,307	19,325	26.8	30.6	11.7	6.3	.0065
Buena Vista	199,210	18,441	29.3	28.6	10.5	7.3	.0058
Butler	144,797	17,956	28.6	31.0	8.6	5.2	.0042
Calhoun	119,689	18,129	29.3	26.2	10.7	7.7	.0035
Carroll	206,305	17,869	32.1	29.1	9.1	5.8	.0074
Cass	168,130	18,591	29.2	27.6	11.6	6.9	.0058
Cedar	179,799	19,302	27.0	31.4	10.9	6.1	.0055
Cerro Gordo	563,818	21,341	25.6	31.1	13.4	8.5	.0202
Cherokee	149,558	17,702	30.1	26.5	10.1	7.9	.0048
Chickasaw	124,812	18,139	28.5	29.9	9.7	5.6	.0040
Clarke	77,679	16,011	30.4	26.4	7.1	5.9	.0027
Clay	190,586	18,516	30.4	27.5	10.6	8.3	.0064
Clinton	184,263	16,260	30.5	25.7	8.4	5.5	.0058
Clinton	602,146	23,837	22.7	33.0	18.1	8.1	.0192
Crawford	153,313	16,835	29.4	29.5	8.1	4.4	.0050
Davis	75,883	16,271	26.0	26.1	8.5	6.3	.0024
Decatur	73,487	15,058	28.7	24.9	8.5	4.4	.0022
Delaware	176,771	20,302	25.8	30.6	13.0	7.1	.0053
Des Moines	553,800	23,503	23.6	29.9	17.2	10.1	.0175
Dickinson	177,689	20,740	28.6	30.6	12.6	8.8	.0060
Emmet	108,010	17,504	28.9	30.9	8.1	5.0	.0036
Fayette	219,929	17,914	29.2	28.0	10.7	5.9	.0072
Floyd	177,669	18,981	27.9	29.2	12.7	5.4	.0054
Franklin	124,885	19,277	27.8	30.5	11.7	6.2	.0036
Fremont	97,799	18,622	27.9	27.0	11.7	7.8	.0026
Greene	118,178	18,810	27.4	28.0	11.7	7.5	.0036
Grundy	158,274	23,058	24.6	32.3	14.4	10.4	.0041
Guthrie	103,571	15,993	29.4	26.0	8.8	4.6	.0031
Hamilton	180,572	20,301	28.3	31.0	11.2	8.6	.0055
Hancock	147,136	19,758	29.5	32.0	10.5	6.9	.0041
Hardin	207,181	19,228	27.7	30.6	10.8	6.8	.0063

IOWA (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Harrison	134,145	16,389	29.1	26.1	9.6	4.7	.0047
Henry	212,466	21,597	26.6	31.2	13.6	9.1	.0066
Howard	94,334	16,385	29.3	25.6	9.4	5.4	.0028
Humboldt	121,181	18,084	31.0	30.0	9.1	6.1	.0036
Ida	81,313	15,991	31.6	26.3	7.3	5.7	.0027
Iowa	165,271	21,922	25.3	34.2	12.7	7.8	.0054
Jackson	197,225	18,690	26.0	33.1	8.1	5.7	.0064
Jasper	399,499	21,636	25.6	32.8	14.7	7.0	.0124
Jefferson	196,536	20,711	25.8	29.1	12.2	10.3	.0061
Jones	186,434	19,811	25.9	31.3	13.4	4.9	.0058
Keokuk	112,835	17,389	30.5	25.9	9.9	6.5	.0035
Kossuth	184,262	17,500	30.4	28.1	9.6	6.0	.0059
Lee	476,477	22,038	24.7	29.7	15.4	9.7	.0150
Louisia	132,152	22,380	24.0	32.6	14.7	8.6	.0036
Lucas	91,268	15,815	29.0	25.5	9.5	4.4	.0026
Lyon	89,718	14,706	32.3	23.3	5.0	5.2	.0031
Madison	109,269	17,892	26.4	29.0	10.3	5.2	.0037
Mahaska	210,504	16,848	30.9	28.0	7.9	5.0	.0072
Marion	335,278	22,785	24.3	32.3	15.3	9.3	.0101
Marshall	501,960	24,387	23.0	31.7	17.7	10.3	.0150
Mills	126,811	19,742	29.9	32.3	10.9	6.1	.0039
Mitchell	111,982	16,569	30.6	24.1	9.7	7.7	.0032
Monona	91,405	15,114	32.7	23.3	7.3	4.1	.0031
Monroe	98,986	21,944	26.0	28.4	14.9	11.0	.0028
Montgomery	131,330	18,527	29.4	29.2	12.1	5.0	.0041
Muscatine	540,814	26,463	20.0	28.7	17.5	16.2	.0155
O'Brien	146,920	16,809	31.0	26.3	8.7	6.1	.0052
Osceola	70,267	16,446	32.2	25.6	9.1	5.6	.0021

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Page	194,092	18,982	29.1	28.4	11.5	7.3	.0062
Palo Alto	104,233	16,993	31.3	26.2	10.4	5.4	.0032
Plymouth	237,965	18,184	30.1	28.8	8.6	7.8	.0078
Pocahontas	107,993	18,246	30.9	26.9	10.1	8.4	.0035
Polk	1,063,787	24,320	23.0	29.7	17.5	11.8	.0038
• Council Bluffs	689,443	22,932	24.5	29.3	16.7	10.2	.0235
Poweshiek	206,862	21,195	25.6	31.3	14.3	7.5	.0064
Ringgold	41,084	11,591	28.8	18.4	5.5	3.6	.0015
Sac	106,666	14,593	37.1	23.7	5.2	4.1	.0035
Shelby	137,270	18,098	32.0	29.2	9.4	6.3	.0041
Sioux	269,024	18,650	32.0	31.2	8.6	5.9	.0086
Story	874,459	23,833	23.8	28.0	17.4	12.4	.0276
Ames	508,312	22,285	25.1	25.6	15.7	13.4	.0180
Tama	166,674	18,711	28.3	30.5	11.3	5.1	.0051
Taylor	63,423	14,295	32.4	21.5	7.6	4.2	.0018
Union	141,105	18,993	27.4	27.7	12.1	7.5	.0047
Van Buren	64,615	14,978	29.3	25.0	7.2	4.7	.0019
Wapello	388,299	18,461	27.8	28.4	12.1	6.0	.0125
Washington	203,933	18,726	29.3	27.7	11.4	7.9	.0066
Wayne	54,046	12,720	33.5	19.3	5.2	3.1	.0018
Webster	426,107	18,652	28.0	28.9	11.4	6.3	.0149
Winnebago	152,723	21,518	28.1	31.6	14.4	8.3	.0043
Winneshek	206,813	18,015	29.9	26.6	10.6	8.1	.0068
Worth	94,783	19,927	30.5	29.9	12.3	7.6	.0025
Wright	204,695	24,295	22.2	28.5	16.3	15.1	.0053
TOTAL METRO COUNTIES	16,033,156	25,547	21.7	30.0	18.3	13.0	.5102
TOTAL STATE	32,743,167	21,823	25.0	29.4	14.8	9.9	1.0368

Kansas

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
KANSAS CITY	1,585.0	.6344	33.1	9.7	18.1	21.9	24.7	607.7	
Johnson	348.6	.1396	32.8	8.4	20.1	24.2	21.3	133.2	
• Olathe	59.3	.0237	28.3	11.0	25.2	20.4	12.8	20.7	
Overland Park	104.4	.0418	33.7	8.1	19.1	25.9	21.6	40.3	
Leavenworth	66.0	.0264	32.8	9.6	18.2	23.3	22.7	21.2	
• Leavenworth	39.0	.0156	32.6	10.5	18.3	22.4	23.3	12.6	
Miami	24.2	.0097	35.9	8.1	14.6	21.0	30.3	8.9	
Wyandotte	173.1	.0693	32.3	10.8	16.6	18.7	26.8	65.3	
• Kansas City	160.9	.0644	32.3	10.9	16.5	18.5	27.0	61.2	
Cass, Mo.	62.1	.0249	32.8	8.5	16.4	24.5	21.9	21.7	
Clay, Mo.	152.9	.0612	32.5	10.5	19.0	23.4	21.8	58.3	
Jackson, Mo.	645.4	.2583	33.5	10.3	17.9	20.3	27.0	257.9	
Independence	117.2	.0469	33.8	10.0	17.4	21.6	26.4	46.0	
• Kansas City	438.3	.1754	33.4	10.8	18.2	19.5	27.6	177.4	
Lafayette, Mo.	32.3	.0129	37.2	8.2	14.0	20.9	32.4	12.1	
Platte, Mo.	56.3	.0225	31.9	9.1	19.6	25.2	18.7	20.5	
Ray, Mo.	24.1	.0096	35.4	7.8	14.7	23.3	27.6	8.6	
SUBURBAN TOTAL	887.5	.3553	33.5	8.9	17.9	23.7	23.7	335.8	
LAWRENCE	77.1	.0309	26.7	27.4	20.1	16.1	17.2	27.7	
Douglas	77.1	.0309	26.7	27.4	20.1	16.1	17.2	27.7	
• Lawrence	60.2	.0241	25.3	31.6	21.1	14.4	15.1	22.0	
SUBURBAN TOTAL	16.9	.0068	33.1	12.3	16.0	22.4	24.6	5.7	
TOPEKA	166.1	.0665	33.4	10.2	18.0	20.3	26.8	66.0	
Shawnee	166.1	.0665	33.4	10.2	18.0	20.3	26.8	66.0	
• Topeka	123.0	.0492	33.9	11.2	18.1	18.1	29.8	51.4	
SUBURBAN TOTAL	43.1	.0173	32.0	7.5	17.8	26.5	18.2	14.6	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mktg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
11,823,232	2,222,169	1,161,148	1,681,494	514,488	3,071,542	301,000
3,429,514	614,061	271,189	519,509	212,990	942,441	74,009
547,391	121,510	32,947	54,575	15,491	227,452	9,962
1,555,584	170,125	133,779	335,329	100,741	403,021	35,774
282,453	63,456	23,820	42,981	9,210	77,560	3,177
224,228	50,189	20,170	38,767	7,091	68,174	1,806
109,491	24,975	8,644	11,512	3,145	33,921	3,145
880,453	192,217	86,108	111,964	23,475	220,884	29,138
801,769	174,329	80,282	104,156	22,769	194,569	26,366
302,479	71,714	22,637	30,442	6,313	81,543	12,693
1,274,243	217,544	102,102	235,466	56,448	338,558	30,111
5,054,612	882,141	577,934	691,248	193,046	1,322,671	135,646
885,955	146,035	84,857	145,360	42,503	254,090	27,901
3,567,354	646,858	466,131	531,700	131,111	808,576	92,748
105,431	26,378	9,839	9,706	1,906	19,791	3,389
315,676	116,839	54,617	19,207	6,364	22,310	6,905
68,880	12,844	4,258	9,359	1,591	11,863	2,787
6,682,490	1,229,283	561,618	952,296	338,026	1,772,771	170,118
461,760	98,513	58,593	56,517	18,949	86,117	8,218
461,760	98,513	58,593	56,517	18,949	86,117	8,218
445,870	92,993	57,531	56,397	18,831	84,357	7,621
15,890	5,520	1,062	120	118	1,760	597
1,262,490	216,537	127,450	191,087	88,399	300,582	44,308
1,262,490	216,537	127,450	191,087	88,399	300,582	44,308
1,205,011	204,789	121,099	187,608	45,745	292,030	41,741
57,479	11,748	6,351	3,479	2,654	8,552	2,567

METRO & COUNTY TOTALS

KANS. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA
County
City

Total
Population
(Thous-
ands)

%
of
U.S.

Median
Age of
Pop.

% of Population by Age Group

18-24
Years

25-34
Years

35-49
Years

50 &
Over

House-
holds
(Thous-
ands)

Total
Retail
Sales
(\$000)

Food
(\$000)

Eating &
Drinking
Places
(\$000)

General
Merch.
(\$000)

Furniture/
Furnish/
Appliances
(\$000)

Auto-
mobiles
(\$000)

Drug
(\$000)

WICHITA	452.6	.1812	32.0	11.3	18.4	20.2	24.4	175.9	3,251,143	631,995	374,823	502,830	122,717	710,303	64,184
Butler	50.4	.0202	34.2	8.8	16.1	21.2	27.5	18.5	201,979	40,899	19,507	26,944	7,209	48,976	4,780
Sedgwick	402.2	.1610	31.8	11.6	18.8	20.0	24.0	157.4	3,049,164	591,096	355,316	475,886	115,508	661,327	59,404
• Wichita	296.1	.1185	32.0	12.3	19.5	18.6	25.5	121.8	2,744,227	517,732	320,495	447,973	110,656	603,068	54,358
SUBURBAN TOTAL	136.5	.0627	32.2	9.4	16.8	23.1	22.2	54.1	506,916	114,263	54,328	54,857	12,061	107,235	9,826
OTHER COUNTIES															
Allen	15.1	.0060	37.0	8.9	13.8	17.8	34.7	6.0	54,471	15,848	9,121	2,916	1,041	7,207	1,534
Anderson	8.6	.0035	39.2	7.8	12.3	17.9	37.5	3.2	24,978	4,784	2,200	891	689	7,109	897
Atchison	17.8	.0071	34.3	12.0	13.3	18.4	30.7	6.4	76,203	16,976	5,988	12,841	3,135	13,493	4,015
Barber	6.4	.0026	40.2	7.5	13.7	18.8	37.9	2.7	29,772	6,353	2,230	1,343	981	7,538	1,639
Barton	30.8	.0123	34.5	10.3	15.5	19.3	29.9	11.9	189,760	45,735	20,448	25,264	7,789	42,995	4,371
Bourbon	15.4	.0061	38.9	8.9	13.9	17.0	37.7	6.5	87,159	20,463	9,870	11,227	2,482	22,232	2,051
Brown	11.7	.0047	39.4	7.7	13.1	16.1	38.9	4.7	38,804	11,204	2,495	7,488	494	6,687	1,228
Chase	3.1	.0012	41.9	6.8	13.1	17.4	41.3	1.3	8,137	1,778	1,008	100	51	483	689
Chautauqua	4.6	.0019	44.2	6.5	10.8	18.3	44.2	2.1	8,935	3,673	581	686	59	186	504
Cherokee	22.5	.0090	37.4	7.8	13.8	19.5	34.0	8.9	57,879	22,577	5,043	6,788	1,022	8,884	2,371
Cheyenne	3.3	.0013	43.3	6.3	12.8	17.6	41.8	1.5	14,308	4,584	841	802	362	2,310	74
Clark	2.4	.0010	44.0	4.9	12.0	19.4	42.5	1.0	10,775	3,055	776	19	366	1,693	697
Clay	9.3	.0037	40.1	7.1	13.5	17.8	38.5	3.7	35,993	9,087	2,272	1,335	931	7,872	1,124
Cloud	11.5	.0046	39.8	9.9	12.6	16.6	39.2	4.5	58,220	13,155	3,681	6,021	1,752	16,483	2,064
Coffey	9.5	.0038	36.5	8.1	14.9	18.0	34.1	3.6	31,890	7,245	2,408	376	922	6,454	1,126
Comanche	2.4	.0010	42.9	6.3	12.0	19.3	41.0	1.0	6,994	1,372	550	10	38	1,770	427
Cowley	37.5	.0150	36.1	9.4	15.0	19.3	32.3	14.4	188,532	39,620	17,082	27,834	6,942	37,675	7,892
Crawford	37.0	.0148	37.2	12.5	13.8	16.8	35.9	15.3	187,157	45,459	20,640	29,496	5,620	33,812	3,800
Decatur	4.0	.0016	42.4	7.7	11.6	17.8	40.6	1.7	14,835	2,070	1,538	104	148	4,613	386
Dickinson	20.4	.0081	39.0	7.5	12.8	20.0	35.7	8.3	69,133	20,221	7,176	3,559	1,012	10,966	2,645
Doniphan	9.5	.0038	35.1	9.8	14.5	17.2	32.9	3.4	27,962	8,041	1,176	671	206	1,092	949
Edwards	4.0	.0016	40.7	7.4	13.0	18.6	38.9	1.7	10,854	3,678	1,049	306	273	1,652	601
Elk	3.5	.0014	46.2	5.7	10.3	17.9	46.2	1.6	6,664	1,908	535	29	104	526	145
Ellis	26.8	.0107	29.2	18.0	17.5	16.9	23.0	10.1	198,523	35,267	19,282	34,078	6,488	41,968	4,429
Ellsworth	6.7	.0027	41.5	6.8	12.9	17.1	40.5	2.9	22,691	6,186	1,710	376	642	4,068	865
Finney	30.7	.0123	29.1	11.2	19.1	18.8	19.9	10.8	230,421	45,215	16,451	41,929	8,856	50,643	2,685
Ford	26.5	.0106	32.3	11.6	16.2	19.1	26.5	9.8	200,599	35,027	18,244	33,833	8,517	61,066	3,864
Franklin	22.5	.0090	36.1	10.2	13.8	20.0	31.6	8.6	109,028	30,114	10,713	20,578	1,848	18,399	2,989
Geary	29.5	.0118	26.8	19.3	17.6	18.2	17.3	10.4	165,762	26,175	28,146	25,681	8,291	33,337	1,629
Gove	3.4	.0014	35.3	8.1	14.1	18.8	31.6	1.4	16,207	1,992	1,923	21	371	3,773	677
Graham	3.5	.0014	38.8	7.9	11.9	20.9	34.6	1.4	16,770	4,256	1,309	390	143	5,251	512
Grant	7.5	.0030	30.3	9.6	17.8	22.3	19.3	2.7	34,716	8,830	4,039	3,219	717	9,064	969
Gray	5.6	.0022	32.5	9.3	16.8	19.9	25.9	1.9	10,496	2,356	732	23	193	1,803	622
Greeley	1.7	.0007	34.9	9.4	14.1	19.5	30.3	.7	8,048	1,390	365	7	23	388	991
Greenwood	7.8	.0031	43.4	6.1	11.8	18.0	42.5	3.2	26,166	7,647	2,330	315	411	4,420	1,732
Hamilton	2.2	.0009	39.8	6.7	13.0	19.5	36.9	1.1	6,318	119	687	374	122	544	304
Harper	7.1	.0029	42.7	6.2	12.4	18.6	41.3	3.0	31,803	7,897	2,523	2,361	207	10,365	1,427
Harvey	31.7	.0126	34.7	10.8	15.9	19.3	30.3	11.6	161,606	38,634	19,651	12,225	6,858	24,593	2,452
Haskell	4.0	.0016	31.1	8.8	17.5	21.4	21.8	1.4	7,467	3,576	670	12	135	901	540
Hodgeman	2.2	.0009	39.0	8.0	13.1	19.6	35.8	.9	5,157	1,138	175	14	45	1,699	5
Jackson	12.2	.0049	35.7	7.0	14.8	20.6	30.5	4.5	47,081	11,199	2,755	7,736	1,146	9,039	1,718
Jefferson	17.4	.0070	35.7	6.9	15.6	21.9	29.3	5.9	25,240	7,241	1,943	663	856	3,155	1,026
Jewell	4.4	.0017	42.9	6.8	12.2	17.6	41.5	1.8	9,604	3,084	1,159	162	404	429	404
Kearny	3.8	.0015	31.2	9.4	15.9	19.4	24.5	1.2	8,978	4,187	294	32	107	1,953	178
Kingman	8.9	.0035	38.1	8.2	13.6	18.9	35.2	3.4	32,371	9,538	3,153	2,762	889	6,452	1,001
Kiowa	3.6	.0015	38.5	8.5	14.2	17.9	36.3	1.4	14,867	3,832	1,715	329	460	2,563	519
Labette	24.9	.0099	35.8	8.4	14.8	18.1	33.1	9.6	106,385	24,539	9,286	14,759	3,273	22,868	3,922



WICHITA: More Market for Your Money

Wichita is Kansas' center for shopping, business, finance and industry. It's also one of the nation's top 50 markets in a category that counts -- **average household effective buying power**. Households in the Wichita area have a purchasing power that outranks other major Mid-America cities.

Average Household EBI

WICHITA	\$38,992
Kansas City	\$38,297
Dallas	\$38,609
Oklahoma City	\$31,207
Tulsa	\$30,250

This buying power extends to the 68-county Wichita ADI where the total EBI is **\$14.68 billion**.

Cost-effectively tap this statewide market with The Wichita Eagle. With five daily insertions, reach **462,100 (57%) ADI adults** and **280,600 (81%)** in the three-county MSA. With four Sunday insertions, readership soars to **\$29,300 (65%) ADI adults** and **318,900 (92%)** in the three-county MSA. The Eagle is the dominant medium for reaching the Kansas market.

Sources: VNU/Scarborough & Simmons Major Market Research, 1989 and 1988 S&MM Survey of Buying Power

The Wichita Eagle

Represented nationally by Newspapers First, Inc.

KANS. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Lane	2.4	.0010	38.0	6.8	13.8	20.9	33.5	1.0	10,223	3,295	544	25	312	258	161	
Lincoln	3.6	.0015	45.9	5.8	12.3	16.2	45.4	1.6	11,826	3,600	961	555	386	2,249	327	
Linn	8.7	.0035	40.3	6.1	13.4	18.6	38.4	3.4	22,723	9,057	1,382	448	390	4,482	832	
Logan	3.1	.0012	37.5	8.2	13.7	18.5	34.8	1.4	23,611	5,571	722	1,702	1,100	9,530	386	
Lyon	35.5	.0142	29.7	17.7	19.2	16.1	23.7	13.5	213,253	43,770	20,591	34,264	8,074	43,505	5,210	
McPherson	27.5	.0110	35.1	11.9	15.3	18.4	31.7	10.5	148,393	30,173	13,253	10,454	4,443	49,684	1,774	
Marian	13.2	.0053	41.8	9.3	12.1	17.1	41.1	5.1	49,173	7,873	3,808	1,030	2,088	14,902	1,171	
Marshall	12.8	.0051	41.7	8.0	12.0	18.1	40.2	5.3	55,134	11,718	3,230	6,239	4,953	13,684	1,115	
Meade	4.5	.0018	37.6	8.8	13.4	19.3	34.1	1.8	11,684	3,328	1,527	172	707	2,522	93	
Mitchell	7.7	.0031	37.6	8.7	14.1	16.2	36.7	3.2	48,476	11,012	2,242	2,410	947	14,138	699	
Montgomery	41.8	.0167	36.9	8.8	14.3	18.7	33.8	16.4	220,268	56,527	18,624	29,141	7,765	58,325	6,070	
Morris	6.4	.0026	41.9	7.0	11.8	18.7	40.5	2.6	25,620	5,488	1,656	875	452	9,448	656	
Morton	3.3	.0013	32.4	9.4	16.3	21.8	23.9	1.2	11,952	3,948	730	491	104	2,285	434	
Nemaha	10.8	.0043	38.1	8.1	12.2	17.1	36.6	4.2	41,586	10,229	3,667	894	921	13,779	1,574	
Neosho	18.0	.0072	36.9	8.6	14.1	18.8	33.8	6.8	91,082	18,503	7,070	12,162	3,745	21,425	2,399	
Ness	4.0	.0016	40.3	8.3	12.8	18.0	38.6	1.6	15,023	3,011	775	35	226	4,797	777	
Norton	5.3	.0025	40.6	6.7	14.8	19.5	38.5	2.6	31,963	8,015	2,231	3,004	721	7,525	977	
Osage	16.3	.0066	36.4	8.0	14.7	20.3	31.6	6.0	50,949	16,703	3,410	807	1,474	13,079	1,259	
Osborne	5.0	.0024	47.6	6.4	10.4	15.5	47.5	2.3	20,457	5,667	1,736	149	558	2,824	704	
Ottawa	5.7	.0023	40.4	6.8	12.4	20.0	37.9	2.3	23,354	4,187	792	397	313	8,024	1,151	
Pawnee	7.3	.0029	38.0	7.6	15.6	19.9	34.3	3.0	29,623	6,244	2,267	4,278	850	8,232	1,304	
Phillips	6.9	.0027	40.2	6.3	13.4	19.2	37.8	2.9	26,594	9,333	1,707	2,370	1,128	4,652	583	
Portawatomie	16.0	.0064	33.5	9.6	17.1	18.7	28.7	5.9	45,380	13,594	3,630	653	3,999	7,469	844	
Pratt	11.0	.0040	37.7	10.0	14.4	18.8	34.5	4.1	65,979	14,688	7,637	10,496	890	13,763	2,267	
Rawlins	3.0	.0015	38.9	7.1	13.6	18.7	36.4	1.4	10,430	3,785	679	130	148	2,416	225	
Reno	66.4	.0266	33.9	11.1	16.6	19.2	29.0	25.5	447,087	88,572	43,008	66,316	17,885	123,531	10,098	
Hutchinson	42.2	.0169	33.4	12.8	17.1	17.6	29.6	16.8	387,773	77,658	34,622	62,429	13,805	105,518	9,781	
Republic	6.7	.0027	44.6	6.8	11.6	17.6	44.0	2.8	21,298	5,467	1,199	639	932	4,220	1,103	
Rice	11.2	.0045	39.0	9.8	12.3	19.2	36.3	4.5	33,046	11,501	3,907	392	1,542	5,162	1,277	

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METRO & COUNTY TOTALS

KANS. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



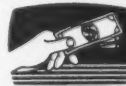
S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				Hous- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Riley	63.2	.0253	24.2	32.6	20.4	12.9	13.0	20.4	381,007	68,577	37,733	55,792	15,115	78,695	5,654
Rooks	6.0	.0024	38.8	7.9	12.7	17.0	37.4	2.3	21,633	3,771	1,270	153	819	2,894	822
Rush	3.9	.0015	44.4	6.4	11.8	17.7	43.0	1.5	7,783	2,759	584	169	104	495	177
Russell	8.0	.0032	40.6	7.5	13.6	18.4	38.5	3.2	40,837	9,980	3,848	1,393	894	9,588	1,502
Saline	51.3	.0206	33.0	11.3	17.2	20.0	26.6	20.3	418,326	65,359	40,928	61,712	14,584	91,937	6,717
Saline	43.7	.0175	32.6	11.9	17.6	19.5	26.3	17.5	408,373	65,230	39,180	61,706	14,001	91,778	6,715
Scott	5.7	.0022	33.1	7.9	17.0	19.5	27.3	2.1	26,972	6,332	2,330	3,536	1,143	3,516	755
Seward	18.2	.0075	30.2	12.0	17.6	19.8	21.6	6.8	147,550	26,610	11,031	27,189	6,731	32,220	2,794
Sheridan	3.1	.0012	35.9	7.6	13.1	19.1	32.1	1.3	8,964	3,202	315	359	228	2,165	466
Sherman	7.0	.0028	34.5	9.4	15.2	20.4	28.9	2.8	55,693	7,768	4,304	5,641	2,088	14,733	1,789
Smith	5.4	.0022	44.6	6.6	11.1	18.2	43.6	2.3	18,881	4,908	1,072	668	734	4,360	514
Stafford	5.4	.0022	43.6	6.4	11.6	17.9	43.0	2.3	11,533	4,239	1,245	153	359	340	913
Stanton	2.2	.0008	32.6	9.0	15.0	23.6	22.8	.8	6,150	2,403	248	4	14	1,089	155
Stevens	5.3	.0022	32.8	9.0	15.8	19.6	27.0	1.7	14,949	5,338	887	412	455	4,795	971
Sumner	26.4	.0105	37.1	8.1	14.1	19.2	33.6	10.1	99,113	29,596	6,976	13,479	2,153	15,500	2,200
Thomas	8.7	.0035	31.6	13.4	15.4	18.5	26.3	3.0	53,610	10,433	6,084	2,151	911	11,566	718
Trego	4.5	.0018	39.0	7.7	13.5	16.8	37.7	1.7	18,444	4,197	1,126	29	421	3,377	758
Wabunsee	7.0	.0028	38.5	6.9	13.4	19.9	35.0	2.5	18,871	3,281	2,019	121	236	730	227
Wallace	2.0	.0008	34.6	7.9	16.0	18.9	30.4	.7	4,478	2,129	139	8	30	1,271	3
Washington	7.3	.0029	43.0	6.5	11.2	16.6	42.4	3.0	21,560	5,501	2,210	879	1,901	1,984	265
Wichita	2.8	.0012	31.9	8.7	15.6	20.1	25.1	1.0	7,162	1,591	267	6	20	3,400	99
Wilson	11.9	.0047	39.1	7.1	13.5	17.7	37.5	4.7	42,845	12,930	2,533	2,755	1,601	5,076	2,393
Woodson	4.3	.0017	43.3	7.4	12.5	17.0	42.7	1.8	13,030	3,389	1,274	458	322	1,812	23
TOTAL METRO COUNTIES	1,307.7	.5236	32.2	11.1	18.6	21.0	23.8	498.2	9,677,304	1,841,754	950,627	1,436,500	438,885	2,371,808	226,179
TOTAL STATE	2,518.0	1.0078	33.2	11.1	17.0	19.7	27.3	962.5	15,658,801	3,169,231	1,500,640	2,146,020	644,222	3,691,734	378,253

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
KANSAS CITY	22,825,388	29,370	18.5	26.3	19.7	20.7	.6800
Johnson	6,385,073	37,288	13.8	25.3	22.3	31.4	.1847
• Olathe	850,977	33,436	16.3	28.5	24.9	22.1	.0272
Overland Park	1,949,190	39,254	12.5	24.8	23.8	33.3	.0651
Leavenworth	812,994	29,270	18.9	26.8	21.8	17.5	.0225
• Leavenworth	475,726	26,967	20.7	26.6	20.7	15.3	.0143
Miami	265,634	22,291	25.0	28.5	16.3	10.1	.0079
Wyandotte	1,998,285	23,560	21.8	27.5	17.1	12.6	.0597
• Kansas City	1,850,260	23,212	22.1	27.4	16.9	12.2	.0550
Cass, Mo.	733,765	27,740	19.9	28.3	19.8	16.4	.0214
Clay, Mo.	2,309,689	33,294	16.2	27.0	23.4	23.4	.0696
Jackson, Mo.	9,045,017	27,110	20.6	25.6	18.1	19.1	.2773
Independence	1,683,600	30,963	18.4	26.0	23.1	19.6	.0504
• Kansas City	5,997,184	25,188	21.6	25.6	16.7	17.7	.1855
Lafayette, Mo.	337,994	21,698	24.6	29.2	15.2	9.2	.0096
Platte, Mo.	699,612	28,866	19.2	30.8	22.6	14.6	.0206
Ray, Mo.	237,325	22,011	24.2	29.5	16.5	8.2	.0067
SUBURBAN TOTAL	13,651,241	32,384	17.0	26.4	21.4	24.0	.3050
LAWRENCE	899,285	21,654	24.3	24.9	14.4	14.1	.0279
Douglas	899,285	21,654	24.3	24.9	14.4	14.1	.0279
• Lawrence	697,972	20,179	25.2	24.1	12.8	13.5	.0232
SUBURBAN TOTAL	201,313	28,010	21.1	28.5	20.4	16.2	.0047
TOPEKA	2,384,614	27,337	21.2	28.6	18.3	17.7	.0714
Shawnee	2,384,614	27,337	21.2	28.6	18.3	17.7	.0714
• Topeka	1,757,315	24,972	23.3	28.9	16.2	15.5	.0576
SUBURBAN TOTAL	627,299	35,665	13.9	27.3	26.0	25.4	.0138
WICHITA	6,605,200	28,253	19.4	28.3	18.8	19.2	.1932
Butler	534,375	22,754	24.2	31.3	16.6	8.4	.0156

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KANS. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Sedgwick	6,070,825	29,091	18.8	28.0	19.0	20.5	.1776
• Wichita	4,490,522	27,398	20.0	28.3	18.0	18.7	.1398
SUBURBAN TOTAL	2,114,678	30,008	17.8	28.4	20.4	20.4	.0534
OTHER COUNTIES							
Allen	157,566	18,618	27.0	27.6	10.9	8.1	.0045
Anderson	87,556	19,141	28.4	25.4	12.4	9.9	.0025
Atchison	173,466	19,300	26.0	28.3	12.5	7.7	.0055
Barber	72,327	18,712	27.1	27.6	11.1	8.2	.0021
Barton	370,812	23,092	24.1	30.3	15.5	11.6	.0113
Bourbon	167,045	17,641	27.6	25.6	11.3	7.7	.0053
Brown	113,572	17,059	29.4	25.8	9.6	6.6	.0034
Chase	32,302	18,444	23.5	29.6	10.9	6.4	.0010
Chautauqua	57,244	18,163	27.7	25.4	11.0	9.5	.0014
Cherokee	209,376	16,878	27.4	26.5	10.0	6.0	.0059
Cheyenne	42,294	20,152	25.6	27.8	10.2	12.3	.0012
Clark	27,864	19,792	27.1	27.8	13.0	8.7	.0008
Clay	87,067	16,877	30.4	26.9	9.1	5.6	.0027
Cloud	105,685	16,622	30.9	25.5	9.1	6.0	.0035
Coffey	137,570	26,984	20.9	23.6	16.4	22.8	.0034
Comanche	23,038	16,528	35.4	25.5	7.5	5.5	.0007
Cowley	481,071	24,043	22.5	27.1	16.5	15.0	.0136
Crawford	354,914	15,578	27.5	24.1	10.1	5.8	.0116
Decatur	40,092	16,556	32.1	25.3	8.5	6.5	.0012
Dickinson	228,869	19,963	27.4	27.9	13.3	8.7	.0063
Doniphan	80,258	17,909	27.6	29.6	9.8	5.4	.0025
Edwards	36,504	15,500	31.7	25.3	7.4	4.3	.0010
Elk	37,444	16,125	30.6	22.2	10.9	6.3	.0010
Ellis	335,015	24,239	23.9	28.6	17.2	12.8	.0107
Ellsworth	68,585	17,511	29.2	26.8	10.4	5.4	.0021

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Finney	353,396	24,072	26.0	30.9	16.5	12.0	.0117
Ford	300,823	23,140	23.1	30.3	15.4	11.3	.0102
Franklin	275,232	22,427	26.8	26.5	16.5	12.5	.0079
Geary	284,115	17,567	33.5	25.2	11.4	6.5	.0096
Gove	31,298	15,775	31.5	24.7	7.1	6.3	.0011
Graham	40,321	19,306	26.7	24.5	13.8	9.9	.0012
Grant	86,074	24,547	21.5	37.7	14.0	12.2	.0025
Gray	61,243	24,578	23.9	32.4	17.6	11.0	.0015
Greeley	15,102	16,056	31.1	26.3	6.7	6.0	.0005
Greenwood	73,576	16,120	29.6	24.2	10.5	5.2	.0022
Hamilton	33,199	22,040	27.8	24.7	17.5	12.0	.0008
Harper	72,644	17,646	28.6	26.9	11.2	5.4	.0022
Harvey	361,465	23,716	23.9	32.2	16.5	10.1	.0108
Haskell	42,948	23,697	25.4	32.8	16.4	9.5	.0013
Hadegeman	19,431	16,241	33.7	26.4	8.2	3.7	.0003
Hickman	118,149	20,693	25.4	30.9	14.5	6.1	.0037
Jefferson	174,607	23,462	22.9	29.5	18.2	9.3	.0045
Jewell	39,898	15,800	28.7	24.1	8.8	5.9	.0012
Kearny	37,089	23,344	26.1	32.3	14.9	11.0	.0011
Kingman	67,217	18,764	28.4	27.5	12.0	7.3	.0025
Kiowa	43,453	22,065	24.9	27.3	15.3	11.5	.0013
Labette	272,391	21,116	24.8	27.6	15.3	9.6	.0080
Lane	25,866	18,615	29.9	26.9	12.4	7.1	.0007
Lincoln	32,809	14,741	34.8	23.7	6.3	3.4	.0011
Linn	79,736	16,078	28.9	23.9	10.1	6.0	.0023
Logan	35,000	18,795	29.0	28.4	12.1	6.1	.0012
Lyon	423,265	23,096	23.3	27.8	16.5	12.2	.0130
McPherson	341,316	24,291	23.7	30.9	16.5	12.5	.0099
Marion	126,000	17,776	29.7	28.5	9.6	6.0	.0039
Marshall	131,303	17,139	30.2	23.8	11.0	7.5	.0040

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METRO & COUNTY TOTALS

KANS. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Meade	43,181	18,135	31.6	28.4	10.8	5.4	.0012
Mitchell	72,078	16,411	31.8	26.6	7.3	5.5	.0024
Montgomery	459,404	20,008	26.6	27.5	13.7	8.7	.0143
Morris	63,169	16,951	29.8	24.5	10.2	6.8	.0019
Morton	36,947	23,160	23.7	29.0	15.8	11.9	.0010
Nemaha	102,478	16,676	29.2	24.5	9.7	7.1	.0032
Neosho	181,422	19,145	27.9	28.2	11.0	8.7	.0057
Ness	42,347	18,525	27.7	27.1	10.9	8.3	.0013
Norton	64,883	16,417	28.9	25.7	8.8	6.9	.0021
Osage	171,809	21,752	24.4	29.3	15.7	8.9	.0047
Osborne	50,060	15,486	33.2	25.2	6.6	4.7	.0017
Ottawa	59,088	18,677	27.8	28.0	10.7	7.9	.0017
Pawnee	87,609	20,659	28.9	27.6	14.0	10.1	.0024
Phillips	68,806	17,355	28.3	25.4	11.0	6.6	.0021
Pottawatomie	166,771	21,818	25.6	30.7	15.7	8.1	.0046
Pratt	116,297	21,230	25.9	29.7	13.9	9.3	.0037
Rawlins	33,267	16,614	32.1	23.9	8.8	7.5	.0010
Reno	753,617	21,944	25.8	29.8	15.3	9.6	.0245
Hutchinson	486,461	21,123	27.0	29.3	13.9	9.7	.0175
Republic	64,222	15,147	33.0	21.8	8.0	5.7	.0020
Rice	129,575	21,368	24.1	30.8	13.0	9.4	.0034
Riley	628,750	17,462	32.3	24.0	11.4	8.1	.0212
Rooks	60,461	19,177	29.3	28.7	11.3	7.7	.0019

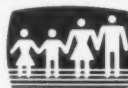
EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Rush	37,865	18,975	27.3	29.2	11.3	6.6	.0009
Russell	103,638	21,551	25.8	25.2	15.2	13.1	.0030
Saline	623,773	22,664	25.8	30.1	15.8	10.3	.0209
Salina	530,180	22,167	26.4	29.5	15.5	10.0	.0187
Scott	65,567	22,357	25.1	29.3	15.5	10.9	.0019
Seward	205,109	22,772	26.2	31.7	15.4	9.1	.0073
Sheridan	29,254	16,043	34.5	22.9	9.2	5.3	.0009
Sherman	71,963	18,172	33.4	28.5	9.9	6.3	.0027
Smith	40,770	12,646	33.9	19.9	5.3	2.3	.0013
Stafford	62,854	20,068	27.5	29.5	13.7	7.0	.0016
Stanton	20,514	17,833	34.4	25.9	10.1	7.3	.0005
Stevens	55,894	25,086	23.3	30.3	16.8	13.7	.0017
Sumner	293,527	22,476	24.8	29.5	17.0	8.8	.0083
Thomas	82,421	19,686	26.7	28.4	11.8	9.1	.0028
Trego	41,994	17,833	30.5	28.4	8.6	6.9	.0014
Wabunsee	62,882	18,672	30.6	30.8	10.7	5.1	.0018
Wallace	11,929	12,829	36.7	18.4	3.9	2.9	.0004
Washington	53,506	12,218	33.6	18.6	4.1	3.1	.0017
Wichita	26,557	19,727	28.1	28.0	12.9	8.5	.0009
Wilson	113,637	17,745	29.6	27.8	10.4	5.7	.0033
Woodson	38,229	14,571	31.8	23.1	8.1	4.1	.0011
TOTAL METRO COUNTIES	19,351,085	29,395	18.8	27.2	19.2	20.9	.5673
TOTAL STATE	32,395,711	24,398	22.8	27.4	16.4	15.1	.9671

Kentucky

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
CLARKSVILLE-HOPKINSVILLE	161.0	.0645	28.6	16.4	18.6	19.2	18.9	55.0	
Christian	63.5	.0254	27.8	17.5	17.9	17.5	19.7	20.0	
• Hopkinsville	30.5	.0122	34.2	9.1	15.7	20.7	28.0	11.7	
Montgomery, Tenn.	97.5	.0391	29.0	15.7	19.0	20.3	18.4	35.0	
• Clarksville	83.0	.0332	27.9	18.2	19.6	19.5	16.6	29.8	
SUBURBAN TOTAL	47.5	.0191	26.8	18.0	18.6	17.6	17.2	13.5	
HUNTINGTON-ASHLAND	328.8	.1316	33.8	9.8	16.2	21.2	26.8	124.6	
Boyd	52.8	.0212	34.7	9.2	16.6	21.8	27.7	20.1	
• Ashland	25.9	.0104	38.6	8.9	14.1	20.2	34.8	10.7	
Carter	25.9	.0104	31.5	10.4	15.9	20.6	23.8	8.9	
Greenup	39.1	.0156	32.6	8.7	16.8	23.2	22.8	13.6	
Lawrence, Ohio	64.0	.0256	33.5	8.7	15.8	21.4	26.2	23.7	
Cabell, W. Va.	101.6	.0406	34.8	11.5	15.8	19.9	29.9	41.5	
• Huntington	57.0	.0228	37.4	12.9	14.5	17.5	35.4	24.8	
Wayne, W. Va.	45.4	.0182	33.2	9.1	16.2	22.0	25.1	16.8	
SUBURBAN TOTAL	245.9	.0984	32.7	9.2	16.8	22.2	24.0	89.1	
LEXINGTON-FAYETTE	349.6	.1400	31.2	13.1	19.8	20.6	21.9	134.7	
Bourbon	19.3	.0077	34.5	8.4	16.1	21.5	27.7	7.3	
Clark	30.0	.0120	32.7	8.7	17.9	21.6	24.3	11.2	
Fayette	224.1	.0897	30.9	14.8	20.8	20.1	21.3	89.5	
• Lexington-Fayette	224.1	.0897	30.9	14.8	20.8	20.1	21.3	89.5	
Jessamine	32.0	.0129	29.9	12.1	20.2	20.6	19.1	11.0	
Scott	24.1	.0096	31.7	11.8	16.7	21.3	23.3	8.5	
Woodford	20.1	.0081	32.8	8.8	17.3	23.5	22.7	7.2	
SUBURBAN TOTAL	125.5	.0503	32.0	10.1	17.8	21.6	23.0	45.2	
LOUISVILLE	967.5	.3874	32.7	10.0	18.0	21.0	24.9	365.1	
Bullitt	48.8	.0196	28.9	9.0	18.9	23.5	14.9	15.5	
Jefferson	673.0	.2693	33.2	10.3	17.8	20.4	26.4	262.7	
• Louisville	281.0	.1125	34.9	10.8	16.6	17.4	32.5	117.8	
Oldham	35.2	.0141	30.5	9.6	21.9	25.5	14.7	10.6	
Shelby	25.2	.0101	34.4	9.0	16.3	22.4	26.6	9.0	
Clark, Ind.	89.7	.0360	31.7	9.6	18.7	21.4	22.5	33.0	
Floyd, Ind.	64.9	.0260	33.2	9.3	17.3	21.4	25.5	23.7	
• New Albany	37.5	.0150	34.5	9.7	16.7	18.7	30.5	14.7	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mde. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,005,869	159,923	93,707	139,696	42,740	313,264	29,378
347,690	61,453	34,706	35,534	13,094	92,775	14,199
305,240	61,311	28,499	27,446	12,709	79,773	13,978
658,179	98,470	59,001	104,162	29,646	220,489	15,179
624,155	83,328	53,329	100,659	28,130	220,363	14,124
76,474	15,284	11,879	11,591	1,901	13,128	1,276
1,848,066	373,525	188,808	318,174	86,500	374,447	79,250
435,090	69,934	36,976	82,040	13,718	108,400	22,183
375,517	48,065	31,281	80,368	13,438	100,825	19,676
89,786	19,009	6,650	10,591	6,266	13,460	4,569
96,217	35,345	6,628	4,660	4,792	17,872	5,047
229,016	61,302	21,661	17,877	10,282	44,805	11,113
891,365	154,668	88,823	186,337	47,519	178,284	32,397
521,447	94,525	64,492	89,117	29,724	96,843	23,685
106,592	33,267	7,870	16,669	3,923	11,626	3,941
951,102	230,935	72,835	148,689	43,338	176,779	35,889
2,899,787	526,309	323,705	398,839	154,774	665,994	98,768
94,234	20,485	6,380	9,901	1,081	26,815	5,159
202,652	35,460	16,675	30,174	4,929	59,666	7,451
2,262,389	379,292	268,898	325,786	141,779	493,321	70,386
2,262,389	379,292	268,898	325,786	141,779	493,321	70,386
150,259	36,597	10,765	11,986	2,443	50,433	6,407
99,628	30,229	13,250	15,564	2,828	17,417	4,239
90,625	24,246	7,737	5,428	1,714	18,342	5,126
637,398	147,017	54,807	73,053	12,995	172,673	28,382
6,876,449	1,196,348	751,038	940,175	371,374	1,611,484	306,554
101,210	31,813	11,296	4,027	3,846	17,124	6,449
5,286,946	890,131	612,297	732,966	301,346	1,225,356	241,433
2,031,932	428,762	304,241	138,159	121,723	385,279	124,259
143,419	36,439	7,638	14,078	7,129	44,661	5,876
122,863	28,447	7,881	15,839	2,641	25,608	3,799
793,832	106,510	72,692	125,706	30,532	209,080	24,996
298,034	72,291	28,431	31,788	22,022	56,653	17,496
261,320	60,879	24,602	31,125	18,915	51,596	14,283

KY. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA		Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over		
Harrison, Ind.		30.7	.0123	32.3	9.2	16.9	21.6	23.8	10.6	
SUBURBAN TOTAL		649.0	.2599	31.8	9.7	18.7	22.7	21.3	232.6	
OWENSBORO		87.9	.0352	32.6	10.2	16.5	20.8	25.2	33.4	
Davies		87.9	.0352	32.6	10.2	16.5	20.8	25.2	33.4	
* Owensboro		57.6	.0231	33.3	10.6	16.5	20.0	27.3	23.0	
SUBURBAN TOTAL		30.3	.0121	31.1	9.4	16.6	22.2	21.3	10.4	
OTHER COUNTIES										
Adair		16.1	.0065	36.9	8.6	13.5	21.0	31.8	5.8	
Allen		14.9	.0059	37.1	8.3	14.0	21.4	31.8	5.8	
Anderson		14.7	.0059	33.1	8.5	17.4	21.5	25.3	5.3	
Ballard		8.1	.0033	37.2	7.7	14.5	20.3	33.0	3.2	
Barren		33.7	.0134	35.4	8.8	15.6	21.1	29.5	12.9	
Bath		9.9	.0040	34.4	8.9	15.3	20.5	28.5	3.6	
Bell		32.9	.0132	32.2	9.1	16.3	19.7	25.8	11.8	
□ Boone		55.3	.0221	30.5	9.5	18.9	22.7	18.7	19.1	
Boyle		26.0	.0104	33.5	10.5	15.7	20.5	27.2	9.8	
Brocken		7.7	.0031	36.1	8.2	13.9	20.1	31.5	2.7	
Breathitt		16.9	.0067	29.5	10.7	16.5	19.1	21.8	5.5	
Breckinridge		17.0	.0068	34.1	8.7	15.5	19.6	29.0	6.3	
Butler		11.9	.0047	34.5	9.0	15.1	20.4	28.8	4.1	
Caldwell		12.6	.0051	38.5	8.0	14.4	20.0	34.8	5.0	
Calloway		31.1	.0124	33.5	18.2	14.4	18.6	29.3	11.7	
□ Campbell		82.3	.0330	32.9	10.5	15.6	19.4	27.3	30.2	
Carlisle		5.1	.0020	38.5	7.9	13.1	20.5	34.6	2.0	
Carroll		9.6	.0038	35.0	9.0	14.9	21.1	28.8	3.6	
Cass		15.0	.0060	34.2	8.5	15.0	19.9	28.9	5.8	
Clay		24.0	.0096	29.6	9.8	16.1	19.6	21.7	7.8	
Clinton		9.5	.0038	35.6	8.9	14.3	22.1	29.0	3.6	
Crittenden		9.0	.0036	37.3	8.2	14.8	20.7	32.9	3.2	
Cumberland		7.0	.0028	37.5	8.5	14.1	20.1	33.5	2.8	
Edmonson		10.2	.0041	34.0	8.8	15.0	21.8	26.7	3.4	
Elliott		7.0	.0028	30.9	9.1	16.6	19.7	23.5	2.5	
Estill		14.5	.0058	33.6	8.7	15.1	21.1	26.7	5.3	
Fleming		12.5	.0050	34.3	8.7	15.9	19.4	29.5	4.8	
Floyd		50.2	.0201	31.1	9.5	17.3	19.6	23.7	17.6	
Franklin		44.5	.0178	32.9	10.1	19.2	21.6	24.3	17.8	
Fulton		7.7	.0031	37.6	8.1	13.1	18.2	35.2	3.1	
Gallatin		5.1	.0020	33.2	8.9	15.4	21.8	25.4	2.0	
Garrard		11.3	.0046	35.9	8.4	15.9	21.7	29.6	4.3	
Grant		15.3	.0061	33.3	8.3	15.4	21.8	25.7	5.2	
Graves		33.7	.0135	37.8	8.1	14.6	20.3	33.9	13.5	
Grayson		22.8	.0091	34.1	8.8	15.2	19.8	28.9	8.4	
Green		10.4	.0042	37.2	8.0	14.6	21.4	32.0	3.9	
Hancock		7.9	.0032	31.1	9.0	17.1	20.9	22.5	2.9	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
130,145	30,717	10,803	15,771	3,858	33,002	4,535
4,583,197	706,707	422,195	770,891	230,736	1,174,609	168,012
622,154	123,291	56,573	113,504	33,419	128,114	26,615
622,154	123,291	56,573	113,504	33,419	128,114	26,615
545,887	111,612	52,555	93,814	30,259	113,007	24,061
76,267	11,679	4,018	19,690	3,160	15,107	2,554
60,663	15,250	4,919	9,171	2,506	5,538	3,083
58,278	22,000	3,327	2,054	794	14,000	1,600
70,614	15,473	4,200	12,863	535	18,560	2,831
51,234	14,443	1,307	289	732	23,224	1,777
210,497	47,762	21,861	37,056	7,395	32,242	9,735
27,895	11,140	1,419	1,403	1,493	4,132	1,809
206,531	48,600	18,405	53,534	6,728	33,138	6,883
733,424	88,457	64,764	133,648	31,143	176,425	25,445
218,779	41,595	16,524	37,804	10,293	56,908	6,461
12,395	3,307	842	435	276	2,576	648
83,241	18,895	5,358	14,820	3,425	16,093	2,987
65,482	19,615	3,690	9,491	1,105	11,628	3,821
23,207	9,738	807	981	1,129	3,225	1,809
100,448	19,181	6,645	11,964	2,249	36,536	5,549
213,462	38,146	12,814	19,486	7,112	74,126	6,542
430,232	113,481	57,366	31,982	16,293	78,821	27,733
15,005	3,451	470	204	116	4,681	168
54,720	16,189	4,650	2,874	450	15,293	2,870
39,624	12,510	3,865	3,603	1,464	8,779	1,049
86,311	17,450	4,602	15,504	2,281	21,089	5,982
35,813	13,389	1,245	1,016	966	4,895	2,106
23,678	8,305	1,720	2,484	1,373	2,720	1,642
26,913	10,439	2,513	1,032	906	3,337	1,831
17,880	6,890	2,395	1,174	335	1,640	747
16,756	4,962	866	368	617	4,265	1,279
50,430	9,734	2,820	4,096	1,233	20,662	2,532
73,089	13,658	3,860	4,621	1,029	28,481	4,590
221,920	45,684	15,813	31,983	6,679	44,119	14,134
302,342	74,037	25,867	28,869	8,537	85,851	15,486
54,668	15,220	3,074	8,177	1,430	7,375	3,244
12,305	5,468	863	587	94	288	409
31,110	11,466	2,861	1,004	1,141	4,091	2,193
83,772	19,981	6,529	12,198	1,416	21,801	3,285
185,972	43,681	10,003	22,637	6,884	40,938	8,282
82,097	21,215	4,267	12,409	3,742	9,991	5,510
25,321	9,588	1,830	827	599	2,969	1,662
16,868	9,813	472	17	310	712	2,041

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METRO & COUNTY TOTALS

KY. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mtds. (\$000)	Furniture/ Furnish- ing (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Hardin	90.7	.0363	25.3	22.0	17.5	18.4	14.6	27.9	648,680	117,258	47,675	83,197	23,399	181,136	13,696	
Harlan	40.3	.0161	30.9	9.6	16.8	18.1	25.1	14.1	152,089	43,643	9,821	19,767	8,811	24,485	7,694	
Harrison	15.7	.0063	36.3	8.5	14.4	20.2	31.8	5.7	70,545	20,962	8,113	12,556	1,669	6,490	4,223	
Hart	15.8	.0063	35.1	8.7	14.4	21.0	29.3	5.9	52,119	15,875	2,504	1,916	1,693	8,154	2,394	
☐ Henderson	42.8	.0172	33.0	9.6	17.1	20.7	25.8	16.4	294,273	61,235	26,566	34,926	11,846	78,175	12,481	
☐ Henderson	26.3	.0105	33.8	10.0	16.9	19.6	28.3	10.6	289,366	58,660	26,080	34,761	11,727	77,609	12,423	
Henry	13.1	.0052	35.8	8.2	15.3	21.8	29.4	4.7	63,109	15,484	1,564	695	886	19,270	4,040	
Hickman	5.2	.0021	38.9	7.8	13.4	19.7	36.0	1.9	10,937	3,656	469	29	116	1,503	646	
Hopkins	47.1	.0188	33.7	9.0	16.7	20.2	27.7	17.9	283,486	59,618	19,382	44,464	11,365	77,771	13,363	
Jackson	12.6	.0051	32.2	9.0	15.5	19.1	26.5	4.5	18,600	4,897	1,255	1,601	602	3,679	1,472	
Johnson	25.9	.0103	32.4	9.1	17.0	20.7	24.9	8.9	124,178	24,941	9,983	12,381	6,089	28,212	5,490	
☐ Kenton	141.2	.0565	32.1	10.2	17.4	19.4	25.5	52.6	741,679	172,090	116,267	102,603	27,359	97,291	36,660	
☐ Kenton	45.9	.0184	33.0	10.6	16.1	16.5	30.2	18.5	315,580	65,232	57,986	16,229	14,384	83,820	14,046	
☐ Covington	18.6	.0075	29.3	10.2	17.1	18.7	21.6	6.1	45,420	18,369	2,365	1,579	1,817	3,606	2,334	
Knott	31.4	.0125	31.6	9.3	15.6	19.7	25.0	11.0	151,775	41,471	7,874	19,376	3,165	40,441	8,133	
Knox	11.8	.0048	36.1	8.4	14.8	21.3	30.3	4.4	31,888	10,471	2,341	5,171	888	4,637	2,243	
Larue	45.1	.0180	31.7	9.3	16.8	20.4	24.1	15.7	208,872	49,553	16,365	13,248	14,386	62,241	7,147	
Laurel	14.9	.0060	32.8	8.9	15.6	20.3	26.3	5.1	51,786	18,319	3,414	4,271	613	8,726	4,549	
Lawrence	7.5	.0030	34.9	8.1	14.6	20.3	29.5	2.9	27,633	9,291	1,221	1,806	226	4,506	2,419	
Lee	14.8	.0059	28.4	10.8	17.0	20.4	18.3	4.9	30,540	8,121	2,387	3,812	2,334	2,960	745	
Leslie	30.1	.0121	30.7	9.4	16.7	19.4	23.4	10.5	102,864	31,882	4,898	16,354	2,727	8,005	7,591	
Letcher	14.1	.0056	31.1	9.4	15.4	20.4	23.6	5.0	28,222	10,298	2,523	1,825	668	3,029	1,033	
Lewis	19.3	.0077	34.2	8.1	15.2	20.5	28.3	7.1	57,195	14,900	3,841	5,738	2,111	18,595	1,951	
Lincoln	9.1	.0037	35.6	8.4	16.2	21.6	29.4	3.7	27,321	10,662	2,689	152	576	3,752	2,805	
Livingston	26.5	.0106	35.6	8.8	14.4	21.2	29.7	9.9	93,178	28,370	7,006	11,678	3,455	15,917	5,210	
Logan	6.5	.0026	37.6	10.1	18.4	22.2	32.1	2.3	10,771	4,866	1,251	25	417	1,147	712	
Lyon	60.0	.0240	35.6	8.7	16.5	20.5	30.4	24.5	625,321	119,008	58,174	100,196	31,399	134,643	20,976	
McCracken	16.7	.0067	30.0	9.4	15.8	18.7	23.4	5.7	33,642	14,333	1,795	2,386	1,037	4,417	1,575	
McCreary	9.9	.0039	35.2	8.1	16.0	20.9	29.4	3.5	16,606	8,313	1,271	418	568	1,400	1,338	
McLean	57.2	.0229	28.1	22.2	15.9	18.6	20.4	19.6	327,243	73,194	44,623	40,134	4,454	58,880	11,325	
Madison	14.5	.0058	29.1	10.1	15.8	19.6	21.0	4.9	32,617	9,025	2,593	3,439	520	2,007	2,444	
Magoffin	17.0	.0068	30.9	9.6	15.6	18.5	25.1	5.7	54,947	21,366	4,510	3,373	1,263	4,453	3,894	
Marion	27.2	.0109	37.1	8.4	14.8	22.8	30.6	10.7	148,161	26,737	11,288	14,371	6,531	39,454	4,110	
Marshall	14.4	.0058	27.6	10.1	18.8	17.8	18.3	4.4	54,222	14,538	1,599	3,380	948	19,038	3,198	
Martin	16.6	.0066	35.0	8.8	15.3	19.2	30.8	6.3	122,178	29,996	9,017	14,637	3,707	25,366	7,535	
Mason	24.6	.0099	27.6	10.2	23.0	18.7	14.4	8.1	77,325	13,093	6,467	595	1,103	38,053	2,789	
Meade	5.3	.0021	31.0	10.3	16.1	19.4	24.2	1.6	13,195	3,638	583	616	342	1,177	197	
Menifee	20.0	.0080	35.5	8.3	15.4	21.0	29.8	7.4	87,167	28,952	7,074	11,667	2,814	12,584	3,309	
Mercer	9.8	.0039	36.3	8.5	13.9	21.6	30.4	3.6	28,150	4,265	1,523	659	1,272	9,385	1,448	
Metcalf	12.0	.0048	36.0	8.6	14.2	21.2	30.4	4.7	45,245	18,931	2,955	1,126	1,438	4,621	3,669	
Monroe	21.2	.0085	31.9	9.0	17.5	20.5	24.2	7.8	134,601	27,480	11,111	8,345	6,803	42,522	5,994	
Montgomery	12.1	.0049	32.0	10.3	15.2	19.0	26.5	4.1	45,667	7,904	1,389	2,751	1,002	15,806	2,071	
Morgan	31.8	.0127	33.8	9.3	15.8	19.7	28.4	11.4	161,721	58,753	8,278	20,265	5,128	30,316	8,510	
Muhlenberg	30.5	.0122	30.6	10.1	16.7	19.6	23.1	10.4	135,975	41,986	13,166	18,548	4,406	22,997	5,227	
Nelson	7.2	.0029	35.1	8.5	15.6	20.2	29.9	2.7	11,613	4,786	559	158	491	1,188	1,829	
Nicholas	21.5	.0086	34.0	8.5	15.8	20.0	28.5	8.0	79,809	18,050	4,440	11,945	1,861	23,282	5,953	
Ohio	9.3	.0037	35.9	7.5	14.9	19.8	31.4	3.4	32,504	7,219	1,416	314	445	10,378	2,662	
Owen	5.4	.0022	33.8	8.5	14.6	20.4	27.9	1.7	9,871	3,810	494	626	527	1,098	412	
Owsley	11.3	.0045	33.2	9.0	15.0	20.4	26.9	4.2	34,794	11,845	1,812	1,274	838	5,724	1,613	
Pendleton	35.4	.0142	29.9	10.0	17.2	19.3	22.0	12.0	175,332	41,829	12,918	23,304	7,346	34,531	7,141	
Perry	81.4	.0325	30.1	10.0	18.2	20.1	21.0	28.3	429,711	104,261	30,219	59,164	12,732	92,710	19,027	
Pike	12.6	.0051	30.6	9.3	16.7	21.1	21.6	4.1	35,864	13,990	2,980	4,517	1,165	3,090	2,875	
Powell	49.5	.0198	34.3	9.1	15.9	21.2	27.6	18.8	354,650	64,478	27,415	61,692	14,677	73,577	10,570	
Pulaski	2.1	.0008	37.8	7.6	14.1	20.8	33.4	.8	2,799	778	180	111	112	338	13	
Robertson	14.8	.0060	33.7	8.7	14.9	21.0	27.0	5.3	35,376	13,233	2,976	1,834	745	2,356	2,539	
Rockcastle	19.4	.0077	27.5	22.9	14.9	18.2	20.7	6.4	110,776	25,094	10,041	15,338	1,868	19,859	5,649	
Rowan	14.9	.0060	36.3	8.5	14.5	20.6	31.3	5.8	74,305	25,760	5,634	5,225	3,767	14,998	3,949	
Russell	14.6	.0059	33.9	8.8	15.7	20.0	28.3	5.4	88,761	21,994	8,860	9,959	3,560	19,726	3,846	
Simpson	6.4	.0025	33.6	8.5	16.3	22.1	25.5	2.2	12,949	6,819	327	34	131	896	444	
Spencer	22.3	.0089	34.3	10.2	15.9	22.1	26.8	8.7	121,834	27,421	12,203	16,699	2,269	25,847	4,955	
Taylor	11.4	.0046	35.6	8.8	14.1	19.3	31.5	4.3	20,618	8,497	1,224	328	381	5,307	1,478	
Todd	9.3	.0037	37.8	7.0	14.1	20.9	33.3	3.6	35,448	13,176	2,363	1,027	2,260	6,029	1,039	
Trigg	6.4	.0026	33.6	8.1	17.1	21.5	26.2	2.2	5,030	1,263	468	12	45	135	998	
Trimble	17.5	.0070	28.3	15.8	14.9	16.3	23.7	5.8	83,700	19,803	4,251	14,483	1,756	21,312	3,963	
Union	81.1	.0325	30.0	17.5	17.3	19.2	22.1	29.6	705,404	114,707	59,938	121,693	31,044	145,326	24,240	
Warren	42.2	.0169	28.7	23.7	15.6	16.5	23.6	15.8	643,299	106,991	54,638	105,152	30,159	137,900	22,381	
☐ Bowling Green	10.0	.0040	36.6	9.4	14.3	19.6	28.5	3.4	29,155	11,388	1,998	619	379	5,875	1,757	
Washington	18.2	.0072	33.4	9.1	15.2	20.2	27.3	6.7	50,50							

KV. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
CLARKSVILLE-HOPKINSVILLE	1,624,275	20,213	29.0	27.5	13.5	9.5	.0553
Christian	608,230	18,096	31.4	23.7	12.1	9.3	.0205
• Hopkinsville	329,203	19,553	26.6	23.5	14.4	11.2	.0128
Montgomery, Tenn.	1,016,045	21,458	27.7	29.8	14.2	9.6	.0348
• Clarksville	871,471	21,096	29.2	30.1	13.5	9.4	.0308
SUBURBAN TOTAL	423,601	18,390	30.7	25.3	12.7	8.3	.0117
HUNTINGTON-ASHLAND	3,126,629	18,771	24.9	27.2	13.0	7.2	.1058
Boyd	571,216	21,497	22.2	26.4	16.4	9.8	.0205
• Ashland	299,365	19,314	23.3	24.2	13.9	10.5	.0132
Carter	181,075	14,117	27.4	24.0	8.1	4.1	.0062
Greenup	353,895	21,012	23.8	32.5	13.3	6.5	.0102
Lawrence, Ohio	633,492	21,235	22.7	29.1	15.0	8.5	.0187
Cabell, W. Va.	967,782	16,728	27.3	25.6	10.8	6.1	.0384
• Huntington	548,402	14,757	27.9	22.8	8.9	5.8	.0220
Wayne, W. Va.	419,169	19,017	25.0	26.8	14.0	7.0	.0118
SUBURBAN TOTAL	2,278,862	20,001	24.2	28.9	14.0	7.2	.0706
LEXINGTON-FAYETTE	4,324,044	23,146	23.6	26.7	15.6	14.3	.1442
Bourbon	175,804	17,069	26.9	25.6	10.0	7.8	.0058
Clark	345,034	23,473	20.6	26.7	17.0	13.1	.0111
Fayette	2,936,049	23,330	23.9	26.3	15.3	15.3	.1020
• Lexington-Fayette	2,936,049	23,330	23.9	26.3	15.3	15.3	.1020
Jessamine	360,789	23,887	22.8	28.6	17.4	13.1	.0107
Scott	249,042	22,214	24.4	29.8	15.7	9.2	.0076
Woodford	257,326	27,610	20.8	25.5	19.2	18.9	.0070
SUBURBAN TOTAL	1,387,995	22,812	22.9	27.4	16.1	12.4	.0422
LOUISVILLE	11,688,076	24,505	22.0	28.3	17.0	13.8	.3752
Bullitt	475,028	26,293	20.3	34.9	20.4	9.5	.0131
Jefferson	8,578,892	24,506	21.8	27.2	16.6	15.0	.2765
• Louisville	3,137,839	18,179	25.7	23.9	11.8	10.2	.1056
Oldham	431,356	31,848	18.3	26.4	22.3	21.4	.0119
Shelby	275,632	23,365	21.4	27.3	17.1	11.9	.0083
Clark, Ind.	928,417	23,206	24.2	32.8	16.2	8.5	.0351
Floyd, Ind.	705,724	23,897	22.5	30.4	17.9	10.7	.0211
• New Albany	396,797	21,138	25.2	29.7	14.4	8.6	.0136
Harrison, Ind.	293,027	22,475	25.1	33.4	14.8	8.2	.0092
SUBURBAN TOTAL	8,153,440	27,826	19.8	30.7	19.7	16.0	.2560
OWENSBORO	922,918	21,018	24.5	27.6	15.5	9.0	.0319
Daviess	922,918	21,018	24.5	27.6	15.5	9.0	.0319
• Owensboro	608,166	19,332	26.1	25.9	14.4	8.2	.0234
SUBURBAN TOTAL	314,752	24,692	21.1	31.2	18.0	10.8	.0085
OTHER COUNTIES							
Adair	114,990	13,425	30.1	21.8	6.6	4.2	.0041
Allen	138,733	16,708	26.7	22.6	13.4	6.4	.0043
Anderson	164,129	25,009	23.0	30.8	18.6	12.3	.0050
Ballard	84,243	19,194	23.4	23.8	14.8	9.8	.0027
Borren	343,993	19,662	23.9	27.7	13.5	8.2	.0116
Bath	80,807	15,720	28.9	22.7	10.0	7.2	.0025
Bell	243,085	13,390	28.3	20.8	7.9	4.7	.0099
□ Boone	646,967	28,297	19.1	32.1	23.0	12.7	.0271
Boyle	287,916	20,714	24.9	25.7	15.3	10.7	.0103
Bracken	68,427	19,492	24.9	28.9	11.7	8.2	.0018
Breathitt	95,502	10,466	23.5	16.9	7.1	4.0	.0044
Breckinridge	135,521	14,770	31.3	20.6	10.0	4.9	.0044
Butler	84,313	14,885	27.4	25.1	7.9	4.4	.0025
Caldwell	117,669	16,872	26.5	25.7	11.7	6.0	.0046
Callaway	301,277	17,633	28.5	26.1	10.6	7.2	.0108
□ Campbell	999,706	26,266	21.1	27.4	19.8	14.8	.0293
Carlisle	51,732	18,650	26.3	26.3	10.1	10.7	.0014
Carroll	95,995	19,512	25.0	25.5	13.1	10.3	.0033
Casey	98,226	11,865	32.8	16.9	4.9	3.1	.0034
Clay	170,602	13,686	27.4	19.0	8.8	7.2	.0080
Clinton	60,411	11,624	32.9	14.6	4.9	4.1	.0023
Crittenden	81,869	19,190	22.7	24.6	15.3	8.4	.0025
Cumberland	58,317	13,598	29.1	19.4	8.8	5.0	.0016
Edmonson	72,737	15,651	30.1	25.2	8.6	4.7	.0022
Elliott	35,608	10,141	29.3	16.3	4.4	5.0	.0014
Estill	116,465	15,840	25.0	23.7	12.3	4.7	.0039
Fleming	102,145	15,275	29.7	22.4	8.2	5.3	.0037
Floyd	374,065	15,476	28.3	25.1	9.7	4.2	.0136
Franklin	568,654	23,832	25.3	27.7	16.7	14.0	.0176

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
Fulton	67,093	14,729	20.7	24.9	10.5	4.8	.0025
Gallatin	39,612	14,481	24.9	26.5	7.9	3.7	.0012
Garrard	94,436	16,621	27.9	26.0	11.7	3.9	.0029
Grant	132,011	20,509	24.5	30.7	15.0	5.4	.0046
Graves	375,188	20,934	23.2	27.5	14.2	10.3	.0117
Grayson	179,771	15,141	28.1	22.9	8.8	5.6	.0061
Green	81,851	15,174	28.3	25.1	7.5	4.5	.0024
Hancock	93,581	25,921	19.5	22.3	23.9	14.7	.0024
Hardin	962,428	21,270	28.6	29.2	13.7	10.1	.0332
Harlan	316,965	15,093	26.4	23.8	10.9	5.2	.0107
Harrison	139,525	17,935	26.1	26.1	11.2	7.7	.0046
Hart	131,249	14,237	27.9	21.6	7.9	5.7	.0042
□ Henderson	505,809	23,678	22.7	29.3	17.9	10.8	.0162
• Henderson	313,686	21,960	24.0	27.6	16.6	9.9	.0119
Henry	127,529	20,456	24.3	27.5	13.6	9.8	.0040
Hickman	44,972	16,667	24.1	25.3	11.3	6.5	.0014
Hopkins	508,102	21,091	24.1	25.4	15.9	10.6	.0164
Jackson	71,972	10,463	29.8	15.0	4.0	3.0	.0024
Johnson	207,848	15,743	24.2	22.6	11.6	7.0	.0074
□ Kenton	1,728,587	25,943	21.3	27.8	18.7	14.7	.0505
• Covington	472,361	18,359	26.5	25.1	12.8	8.3	.0164
Knott	161,616	17,556	24.3	23.1	12.0	10.3	.0047
Knox	206,771	12,321	26.8	19.1	8.1	4.1	.0083
Larue	95,902	15,974	29.3	25.5	9.6	4.5	.0030
Laurel	366,908	17,203	29.2	26.5	10.4	5.9	.0128
Lawrence	121,271	14,370	25.8	19.4	10.2	9.7	.0039
Lee	53,080	12,110	32.1	18.6	5.2	4.1	.0019
Leslie	122,080	16,105	26.1	19.9	14.1	8.0	.0036
Letcher	260,884	17,201	27.5	23.4	12.8	7.9	.0082
Lewis	97,111	13,838	30.3	21.8	7.8	3.2	.0031
Lincoln	133,892	13,598	31.0	21.6	7.2	3.0	.0046
Livingston	92,429	19,000	28.0	28.1	13.2	6.6	.0026
Logan	239,311	17,897	27.3	27.0	11.7	6.0	.0073
Lyon	62,067	19,396	23.9	26.4	13.2	9.0	.0017
McCracken	710,953	21,748	22.5	26.2	16.1	11.0	.0265
McCreary	92,995	10,797	29.8	16.8	4.4	2.7	.0034
McLean	89,344	19,424	21.5	26.6	14.2	8.2	.0025
Madison	574,326	20,109	25.4	25.7	13.8	10.8	.0189
Magoffin	92,291	11,913	25.5	19.1	8.8	3.6	.0031
Marian	140,614	17,571	29.4	26.9	11.3	5.9	.0045
Marshall	293,577	21,457	24.3	28.8	15.8	8.5	.0092
Martin	119,937	18,757	20.7	20.0	15.2	12.7	.0039
Mason	165,263	19,555	24.8	26.8	13.7	8.5	.0059
Meade	205,757	20,167	31.2	33.4	10.7	6.4	.0066
Menifee	28,286	12,900	27.7	24.2	6.4	1.3	.0010
Mercer	195,953	20,528	23.9	27.7	15.2	8.1	.0061
Metcalfe	63,059	10,724	29.6	15.4	4.9	2.8	.0022
Monroe	88,954	12,674	28.8	19.6	6.6	3.6	.0032
Montgomery	176,991	16,333	29.9	25.4	7.9	6.2	.0068
Morgan	73,381	11,031	28.4	16.0	5.7	4.2	.0028
Muhlenberg	321,424	20,704	25.3	25.4	15.2	10.6	.0103
Nelson	281,532	20,317	25.9	29.2	14.1	7.3	.0091
Nicholas	64,426	17,055	29.0	24.1	10.9	7.2	.0018
Ohio	202,426	19,255	23.9	25.7	15.6	7.2	.0060
Owen	76,094	15,756	27.2	22.3	10.9	6.4	.0025
Owsley	28,793	11,913	32.8	16.5	5.2	3.3	.0011
Pendleton	97,847	18,398	26.0	29.3	12.3	4.5	.0030
Perry	331,513	19,415	24.3	23.2	14.4	11.3	.0109
Pike	647,093	16,712	27.3	27.1	9.9	5.3	.0239
Powell	89,837	15,978	30.3	24.4	9.7	5.0	.0030
Pulaski	412,040	14,414	28.9	21.8	9.3	5.4	.0163
Robertson	15,297	15,103	31.3	24.5	6.9	2.6	.0005
Rockcastle	95,725	12,591	31.3	17.7	5.9	3.8	.0033
Rowan	147,129	14,569	26.7	23.3	8.0	6.5	.0056
Russell	124,253	13,928	29.6	20.1	6.9	6.8	.0044
Simpson	162,509	22,215	22.9	25.5	17.6	11.6	.0052
Spencer	60,270	22,260	21.5	29.3	14.8	10.5	.0017
Taylor	236,211	20,753	24.0	28.7	14.1	8.6	.0074
Todd	108,082	17,160	28.1	22.8	11.2	8.9	.0029
Trigg	84,769	17,087	29.1	24.4	11.2	6.2	.0027
Trimble	62,522	21,404	24.2	27.8	15.1	10.5	.0016

METRO & COUNTY TOTALS

KY. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hs. by EBI Group				Buying Power Index
			A	B	C	D	
Union	153,034	20,172	23.0	28.5	13.5	8.3	.0051
Warren	791,574	19,061	26.4	27.5	12.3	8.1	.0308
Bowling Green	409,252	16,764	28.5	23.7	10.0	8.1	.0208
Washington	86,599	17,910	25.4	25.4	11.1	8.5	.0026
Wayne	111,549	11,768	30.8	18.4	4.1	2.9	.0041

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hs. by EBI Group				Buying Power Index
			A	B	C	D	
Webster	135,786	17,565	24.9	24.5	12.9	7.8	.0043
Whitley	298,361	14,218	28.4	21.9	9.3	5.6	.0111
Wolfe	45,014	11,815	30.3	15.5	6.6	4.2	.0016
TOTAL METRO COUNTIES	29,603,355	23,874	22.4	27.6	16.7	13.6	.6664
TOTAL STATE	38,721,571	20,086	24.7	26.0	14.0	10.3	1.3817

Louisiana

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ALEXANDRIA	137.3	.0550	31.7	10.6	16.1	20.4	24.3	48.8
Rapides	137.3	.0550	31.7	10.6	16.1	20.4	24.3	48.8
• Alexandria	50.5	.0202	32.2	10.6	14.7	18.6	27.3	19.3
SUBURBAN TOTAL	86.8	.0348	31.4	10.7	16.8	21.5	22.5	29.5
BATON ROUGE	539.6	.2160	29.0	13.3	19.3	19.8	18.6	189.2
Ascension	59.7	.0239	28.7	10.5	18.2	20.1	18.4	19.7
East Baton Rouge	384.9	.1541	29.0	14.4	19.8	19.5	18.6	138.3
• Baton Rouge	239.2	.0957	29.7	16.4	18.2	18.1	22.2	90.2
Livingston	74.0	.0296	29.3	10.0	19.0	21.3	17.9	24.6
West Baton Rouge	21.0	.0084	28.9	11.8	16.4	19.7	20.4	6.6
SUBURBAN TOTAL	300.4	.1203	28.5	10.8	20.2	21.2	15.7	99.0
HOUMA-THIBODAUX	183.1	.0733	28.3	12.2	17.6	20.2	18.0	61.2
Lafourche	85.6	.0343	28.7	12.8	16.9	20.2	19.2	28.5
• Thibodaux	16.3	.0065	27.9	20.6	16.0	16.1	22.6	5.8
Terrebonne	97.5	.0390	27.9	11.7	18.3	20.2	16.9	32.7
• Houma	33.2	.0133	29.7	12.0	17.4	18.8	22.0	12.1
SUBURBAN TOTAL	133.6	.0535	28.0	11.3	17.8	21.0	16.5	43.3
LAFAYETTE	210.4	.0842	28.8	13.6	18.9	19.9	18.3	74.5
Lafayette	164.6	.0658	28.8	14.3	19.8	20.0	17.7	59.8
• Lafayette	95.2	.0381	29.4	16.2	19.0	18.6	20.7	35.8
St. Martin	45.8	.0184	28.6	11.2	15.7	19.5	20.5	14.7
SUBURBAN TOTAL	115.2	.0461	28.2	11.5	18.8	21.0	16.3	38.7
LAKE CHARLES	172.9	.0692	30.8	11.3	17.1	20.7	22.2	61.8
Calcasieu	172.9	.0692	30.8	11.3	17.1	20.7	22.2	61.8
• Lake Charles	74.4	.0298	31.4	12.5	16.9	18.9	24.9	27.8
SUBURBAN TOTAL	98.5	.0394	30.4	10.4	17.3	22.0	20.1	34.0
MONROE	143.7	.0575	30.4	12.0	16.1	19.4	23.2	51.7
Ouachita	143.7	.0575	30.4	12.0	16.1	19.4	23.2	51.7
• Monroe	56.0	.0224	29.6	14.2	15.0	15.6	26.3	20.2
SUBURBAN TOTAL	87.7	.0351	30.9	10.5	16.9	21.9	21.2	31.5
NEW ORLEANS	1,311.8	.5250	31.1	10.8	18.6	20.3	22.3	488.9
Jefferson	468.4	.1875	30.7	10.7	19.9	21.6	19.7	174.6
Kenner	75.5	.0302	28.1	10.4	23.7	21.5	12.2	25.7
Orleans	535.9	.2145	31.8	11.6	18.1	18.0	26.1	208.9
• New Orleans	535.9	.2145	31.8	11.6	18.1	18.0	26.1	208.9
St. Bernard	69.0	.0276	31.4	10.6	17.7	21.2	22.4	24.0
St. Charles	44.7	.0179	29.0	11.1	17.5	21.4	18.1	15.1
St. John the Baptist	41.9	.0167	28.1	11.1	18.6	20.1	17.1	13.1
St. Tammany	151.9	.0608	31.2	8.5	18.2	23.2	19.8	53.2
• Slidell	37.5	.0150	30.9	7.5	19.2	25.3	16.8	12.6
SUBURBAN TOTAL	738.4	.2955	30.6	10.4	19.2	21.6	19.9	267.4
SHREVEPORT	358.6	.1436	31.6	10.6	17.1	20.2	24.0	133.8
Bossier	90.3	.0362	29.7	12.1	18.2	22.7	17.8	32.0
• Bossier City	57.9	.0232	28.9	13.7	18.8	22.2	16.3	20.6
Caddo	268.3	.1074	32.3	10.1	17.0	19.3	26.0	101.8
• Shreveport	218.3	.0874	32.0	10.2	17.2	18.7	26.2	83.3
SUBURBAN TOTAL	82.4	.0330	32.5	9.4	16.4	22.6	23.3	29.9

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
935,673	205,329	71,562	166,659	36,895	196,571	29,966
935,673	205,329	71,562	166,659	36,895	196,571	29,966
705,967	124,245	52,500	138,385	25,595	167,025	20,237
229,706	81,084	19,062	28,274	11,300	29,546	9,729
3,791,385	939,372	330,500	607,878	176,528	807,749	135,462
334,156	86,137	20,652	36,456	9,195	103,576	11,859
3,148,150	744,883	297,976	535,142	158,836	648,535	110,365
2,700,047	593,080	254,242	496,432	141,601	587,503	82,673
235,102	79,038	10,419	33,119	7,031	37,938	12,017
73,977	29,314	1,453	3,161	1,466	17,700	1,221
1,091,338	346,292	76,258	111,446	34,927	220,246	52,789
1,049,353	287,858	111,338	152,292	32,328	203,465	44,621
404,663	142,269	25,753	53,663	11,444	63,420	20,310
199,590	65,589	14,734	24,874	6,014	41,908	8,931
644,690	145,589	85,585	98,629	20,684	140,045	24,311
362,614	103,196	39,726	67,690	11,640	44,067	20,886
487,149	119,093	56,878	59,728	14,674	117,470	14,804
1,462,811	386,208	143,624	206,394	56,346	289,640	42,725
1,332,510	337,220	130,066	189,882	54,502	266,727	38,356
1,237,173	309,658	123,099	175,034	49,278	264,318	34,057
130,301	48,988	13,556	16,512	1,764	22,913	4,369
225,638	76,350	20,325	31,360	6,988	25,322	8,668
1,079,572	310,106	89,786	170,760	36,337	200,576	40,539
1,079,572	310,106	89,786	170,760	36,337	200,576	40,539
749,560	179,727	68,019	130,395	30,470	152,107	28,847
330,012	130,379	21,767	40,365	8,857	48,469	11,692
1,132,761	249,646	103,147	145,210	57,321	282,073	45,761
1,132,761	249,646	103,147	145,210	57,321	282,073	45,761
771,192	138,369	70,167	89,886	48,188	254,317	22,627
361,549	111,277	32,960	55,324	9,133	27,756	23,134
9,055,616	2,223,942	1,070,001	1,078,818	424,650	1,675,982	406,508
4,193,830	984,237	435,324	583,924	222,696	929,705	161,508
611,318	86,349	78,503	121,961	11,728	155,317	21,373
3,187,650	693,591	497,034	284,214	148,414	491,696	168,209
3,187,650	693,591	497,034	284,214	148,414	491,696	168,209
371,303	132,880	28,927	43,930	8,638	26,461	23,475
119,817	50,154	10,254	8,000	3,405	12,058	6,195
177,445	57,427	15,765	27,085	5,166	29,684	7,989
1,005,571	285,633	82,677	131,665	36,331	186,376	39,132
523,825	134,710	41,839	89,356	19,809	88,081	20,898
5,344,141	1,395,641	531,108	705,248	256,427	1,096,203	217,401
2,467,968	489,952	208,705	367,552	139,938	560,089	91,747
528,705	121,213	58,666	79,137	17,194	102,479	16,599
462,517	89,803	53,051	64,909	16,334	97,726	14,831
1,939,263	368,739	150,039	288,415	122,734	457,610	75,148
1,794,432	343,076	141,212	258,777	112,177	434,893	71,724
211,019	57,073	14,442	43,866	11,417	27,470	5,192

LA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City

Total
Population
(Thous-
ands)

%
Of
U.S.

Median
Age Of
Pop.

% of Population by Age Group

18-24
Years

25-34
Years

35-49
Years

50 &
Over

House-
holds
(Thous-
ands)

Total
Retail
Sales
(\$000)

Food
(\$000)

Eating &
Drinking
Places
(\$000)

General
Merch.
(\$000)

Furniture/
Furnish-
ings
(\$000)

Auto-
mobile
(\$000)

Drug
(\$000)

OTHER COUNTIES

Aceitio	58.2	.0233	30.9	10.0	14.6	19.3	24.7	19.8	195,805	81,951	12,123	23,294	6,040	24,387	10,039
Allen	21.2	.0084	34.3	8.3	13.8	19.7	29.3	7.2	74,654	22,427	4,421	12,995	1,027	13,814	3,492
Assumption	22.3	.0090	28.4	11.2	15.7	18.8	20.9	6.9	57,092	19,905	1,483	7,751	2,790	12,901	2,674
Avoyelles	42.8	.0171	33.9	8.7	13.4	18.6	29.9	14.6	148,455	52,237	9,442	18,192	5,938	24,345	11,894
Beauregard	32.9	.0132	31.1	10.0	16.5	20.9	22.6	11.2	153,237	26,550	11,467	26,711	4,466	45,737	3,545
Bienville	16.7	.0066	36.3	8.4	13.1	18.3	33.3	6.1	30,088	20,337	3,231	1,723	479	12,610	1,578
Caldwell	12.1	.0048	35.0	8.3	13.6	19.9	30.1	4.7	43,592	14,946	1,339	3,920	901	16,049	666
Cameron	9.4	.0038	30.3	11.9	15.0	20.2	23.1	3.4	26,346	16,105	902	1,251	402	616	931
Catahoula	12.4	.0050	32.3	9.8	14.2	19.3	26.9	4.4	34,506	9,129	1,138	3,271	1,252	8,889	3,272
Clallborne	17.7	.0070	38.2	8.0	12.2	16.8	37.0	6.2	64,147	22,038	3,285	11,654	1,055	10,649	2,638
Concordia	22.6	.0091	31.6	9.6	14.5	20.1	23.0	8.0	63,422	16,317	6,101	7,998	2,257	12,787	2,730
De Soto	28.1	.0112	34.3	8.9	14.1	18.4	30.5	10.1	82,040	27,442	3,706	10,708	1,540	15,758	4,150
East Carroll	10.9	.0044	28.5	9.6	12.9	15.2	26.3	3.7	35,240	14,034	1,013	2,395	593	3,980	2,422



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The Times-Picayune's Weekly Coverage of the New Orleans market:*

All Adults	88%
Exec./ Prof	91%

*Source: Belden CMS, March - Dec. 1989



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METRO & COUNTY TOTALS

LA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					Hous- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ing (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
East Feliciana	21.4	.0085	31.5	10.9	16.6	19.2	25.1	5.9	38,012	12,903	1,541	1,809	621	7,278	2,380	
Evangeline	34.9	.0140	31.9	9.5	13.6	19.1	26.7	12.2	117,577	36,103	4,003	14,316	3,735	19,029	8,190	
Franklin	23.4	.0094	33.7	8.4	13.2	18.1	30.1	8.4	96,013	33,498	3,674	14,084	1,696	23,034	2,213	
Grant	18.6	.0074	35.0	8.1	13.6	19.7	30.3	6.8	29,268	10,534	587	7,407	247	3,344	1,131	
Iberia	66.2	.0265	29.6	11.2	16.0	19.8	21.6	21.9	355,383	118,541	27,674	32,196	11,315	69,796	13,624	
Iberville	33.3	.0133	29.9	12.4	16.8	18.2	23.2	10.3	133,142	47,759	7,602	12,592	2,486	37,236	5,326	
Jackson	17.8	.0071	35.9	8.2	13.3	19.0	32.2	6.8	70,571	29,119	3,075	10,954	2,373	7,266	3,938	
Jefferson Davis	32.3	.0130	31.1	10.1	14.4	19.5	24.9	11.0	159,305	39,490	12,901	15,052	1,590	39,742	9,010	
La Salle	16.4	.0066	34.6	8.9	14.6	19.8	29.7	6.0	60,673	19,624	4,112	9,759	599	13,321	3,028	
Lincoln	42.7	.0171	25.9	27.4	13.2	15.8	22.2	14.0	235,686	55,171	19,764	33,619	6,404	64,208	7,816	
Madison	15.0	.0060	30.2	8.9	12.9	16.0	27.8	5.7	63,140	21,648	8,746	3,583	1,148	7,019	3,029	
Morehouse	37.0	.0148	32.6	8.9	13.8	18.1	28.6	13.0	152,878	33,033	6,841	21,174	2,396	49,972	8,648	
Natchitoches	40.2	.0161	30.6	13.9	14.3	17.4	26.4	14.1	191,259	58,578	12,171	24,405	7,764	38,222	8,562	
Plaquemines	26.2	.0105	28.7	11.8	16.9	21.4	18.0	8.3	161,030	48,634	17,065	46,363	2,662	6,113	3,946	
Pointe Coupee	23.8	.0095	31.2	10.2	15.5	18.9	25.2	8.2	70,683	29,066	2,505	9,395	1,791	18,153	4,207	
Red River	10.7	.0042	33.5	8.7	13.6	17.9	30.1	3.8	38,763	8,886	1,721	3,000	534	5,845	2,716	
Richland	22.4	.0090	33.5	8.8	13.0	17.7	30.4	7.9	89,105	18,741	7,902	10,243	2,357	26,524	4,253	
Sabine	27.9	.0112	35.7	8.0	13.2	19.5	31.6	10.4	100,394	31,160	4,355	15,515	2,457	18,875	3,874	
St. Helena	9.6	.0038	30.2	9.7	14.4	17.9	25.2	3.1	7,123	2,946	273	891	143	610	538	
St. James	22.3	.0090	28.5	12.0	15.9	19.2	20.5	6.8	63,484	31,523	3,577	2,128	2,802	7,719	2,146	
St. Landry	86.2	.0345	30.8	10.1	14.3	19.2	24.8	29.8	330,572	101,368	18,530	45,540	8,699	68,250	22,249	
St. Mary	60.4	.0241	28.8	11.5	16.9	20.5	19.0	19.8	241,093	91,761	18,360	31,188	6,307	37,705	10,999	
Tangipahoa	91.3	.0366	29.5	13.0	15.7	18.4	23.0	31.2	605,499	161,945	45,371	69,441	17,976	142,944	22,664	
Tensas	8.3	.0033	33.0	8.2	12.7	15.3	32.2	2.9	16,040	8,137	492	817	119	734	260	
Union	22.8	.0091	35.8	8.3	13.7	19.7	31.6	8.0	61,402	16,603	3,260	10,436	1,061	14,129	4,224	
Vermilion	52.4	.0210	31.8	10.2	14.6	19.4	25.9	18.6	198,202	64,278	11,414	20,394	3,393	45,000	11,025	
Vernon	60.4	.0242	24.8	22.5	18.2	16.8	14.4	18.1	195,975	53,899	21,179	31,513	8,412	32,979	4,929	
Washington	47.5	.0190	33.9	9.3	14.2	19.1	29.4	16.9	187,163	58,675	13,332	21,723	5,845	24,621	11,126	
Webster	45.4	.0182	35.6	8.9	14.1	20.1	30.8	17.2	235,850	57,647	14,716	25,682	9,719	65,606	8,930	
West Carroll	13.0	.0052	35.2	7.8	13.5	19.9	30.4	4.7	105,855	13,141	2,034	49,365	320	17,285	1,979	
West Feliciana	13.5	.0054	30.9	14.9	28.5	21.6	16.8	2.6	27,300	10,522	2,503	2,229	462	3,882	920	
Winn	17.0	.0068	34.5	8.1	14.4	18.7	30.6	6.2	80,194	25,366	4,275	13,120	1,541	18,335	3,629	
TOTAL METRO COUNTIES	3,057.4	1.2238	30.4	11.6	18.3	20.1	21.5	1,109.9	20,975,139	5,092,413	2,128,663	3,895,543	960,243	4,216,145	837,329	
TOTAL STATE	4,425.0	1.7711	30.6	11.5	17.2	19.8	22.7	1,576.8	26,522,397	6,786,130	2,493,869	4,631,899	1,107,957	5,353,097	1,067,069	

EFFECTIVE BUYING INCOME—1989



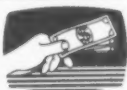
EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
ALEXANDRIA	1,239,194	17,778	26.3	25.1	11.2	8.6	.0462
Rapides	1,239,194	17,778	26.5	25.1	11.2	8.6	.0462
* Alexandria	465,111	15,836	26.8	21.9	9.9	8.7	.0234
SUBURBAN TOTAL	774,082	19,038	26.2	27.3	12.4	8.5	.0228
BATON ROUGE	5,860,472	24,549	20.7	25.2	18.2	14.4	.1985
Ascension	577,447	25,673	19.1	25.2	21.4	11.7	.0194
East Baton Rouge	4,403,218	24,608	20.8	24.4	18.0	15.6	.1527
* Baton Rouge	2,690,756	20,438	23.5	22.9	13.7	14.3	.1071
Livingston	675,036	23,535	21.3	30.3	17.2	9.3	.0204
West Baton Rouge	204,771	24,825	19.3	25.1	18.3	15.1	.0060
SUBURBAN TOTAL	3,169,716	28,091	18.0	27.5	22.4	14.4	.0914
HOUMA-THIBODAUX	1,873,589	24,990	20.3	29.7	17.6	12.6	.0616
Lafourche	835,712	23,469	21.8	30.1	16.2	11.1	.0267
* Thibodaux	155,254	19,052	26.4	25.1	12.2	10.6	.0071
Terrebonne	1,037,877	26,330	19.0	29.3	19.0	13.9	.0349
* Houma	376,443	24,101	20.1	26.9	16.4	14.2	.0147
SUBURBAN TOTAL	1,341,892	25,853	19.5	31.1	18.8	12.4	.0398
LAFAYETTE	2,285,441	23,419	22.2	27.3	15.7	13.7	.0770
Lafayette	1,916,359	24,389	22.3	26.7	16.2	15.2	.0654
* Lafayette	1,129,418	21,956	23.7	24.7	14.0	15.1	.0464
St. Martin	369,082	20,237	22.0	29.1	13.6	7.9	.0116
SUBURBAN TOTAL	1,156,023	24,615	20.9	29.4	17.3	12.5	.0306
LAKE CHARLES	1,791,473	24,172	21.2	29.0	17.6	11.2	.0600
Calcasieu	1,791,473	24,172	21.2	29.0	17.6	11.2	.0600
* Lake Charles	768,170	21,507	23.0	27.0	15.6	10.5	.0307
SUBURBAN TOTAL	1,023,303	26,244	19.7	30.6	19.2	11.8	.0293
MONROE	1,306,247	18,011	23.6	34.4	13.1	8.6	.0512
Ouachita	1,306,247	18,011	23.6	34.4	13.1	8.6	.0512
* Monroe	470,115	13,367	24.1	18.7	9.3	8.7	.0251
SUBURBAN TOTAL	836,132	21,098	23.2	28.2	15.5	8.6	.0261
NEW ORLEANS	14,476,039	22,425	22.1	26.2	15.3	13.2	.4827
Jefferson	5,540,148	26,273	21.2	31.0	18.4	13.7	.1948
Kenner	833,759	27,436	20.2	32.7	20.3	13.8	.0294
* New Orleans	5,586,001	17,023	24.2	21.2	10.8	11.9	.1833
St. Bernard	658,472	23,903	23.9	33.5	17.4	8.0	.0220
St. Charles	458,081	26,609	17.1	29.1	21.5	12.4	.0126
St. John the Baptist	444,706	29,189	16.6	24.2	22.1	18.5	.0131
St. Tammany	1,788,631	27,292	18.7	26.0	18.6	18.0	.0569
* Slidell	468,317	33,278	13.5	27.0	24.4	22.4	.0193
SUBURBAN TOTAL	8,421,721	26,053	20.8	30.1	18.4	13.8	.2801
SHREVEPORT	3,797,462	20,859	24.3	27.0	13.8	11.2	.1294
Bossier	797,030	19,668	28.2	29.5	13.5	6.2	.0285
* Bossier City	513,311	19,608	30.3	30.3	13.4	5.3	.0205

LA. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Caddo	3,000,432	21,301	23.2	26.0	14.0	12.8	1009
• Shreveport	2,432,693	20,820	23.5	25.5	13.4	12.8	0857
SUBURBAN TOTAL	851,458	21,989	22.7	28.3	15.3	10.8	0232
OTHER COUNTIES							
Acadia	501,848	18,003	24.0	24.8	12.1	9.0	0159
Allen	148,250	15,179	22.0	24.9	10.8	4.7	0051
Assumption	182,537	20,590	22.3	25.5	14.8	10.9	0056
Avoyelles	263,492	12,214	27.7	18.9	6.4	4.2	0100
Beauregard	289,537	19,035	23.0	25.3	13.0	9.7	0097
Bossier	124,077	13,830	23.3	22.2	9.2	6.0	0041
Caldwell	94,026	12,950	25.4	19.6	8.1	5.6	0031
Cameron	99,638	22,855	23.0	24.9	16.9	12.8	0027
Catahoula	81,610	11,776	26.2	16.9	7.0	5.5	0029
Claiborne	145,169	16,109	22.7	23.4	10.8	9.0	0047
Concordia	175,249	14,941	22.4	21.9	12.0	6.5	0055
De Soto	221,997	14,884	24.6	21.5	10.2	6.8	0071
East Carroll	53,919	8,200	22.6	11.8	4.7	4.4	0022
East Feliciana	155,388	19,754	23.5	27.7	12.1	9.6	0048
Evangeline	247,970	13,424	23.0	22.2	8.5	5.7	0085
Franklin	138,636	10,881	26.0	17.7	5.5	3.7	0058
Grant	154,148	16,319	23.6	22.6	11.8	8.0	0043
Iberia	631,623	22,646	21.9	29.5	15.9	10.4	0211
Iberville	309,720	21,442	20.5	20.9	15.7	15.7	0097
Jackson	144,652	15,224	24.3	22.4	12.3	4.9	0049
Jefferson Davis	250,041	17,536	22.7	27.5	11.0	6.4	0092
La Salle	145,662	17,450	24.1	23.2	13.4	7.9	0045

METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Lincoln	397,046	18,805	23.5	22.2	12.7	12.8	0136
Madison	90,085	9,454	26.6	13.5	3.7	4.1	0036
Morehouse	245,326	11,734	22.4	19.1	8.5	5.4	0094
Natchitoches	283,682	13,490	25.2	21.5	7.4	6.2	0108
Plaquemines	232,058	23,305	21.7	28.5	15.9	11.6	0084
Pointe Coupee	215,675	18,429	20.3	21.2	14.7	11.3	0064
Red River	83,642	15,709	23.6	20.9	10.8	8.5	0028
Richland	139,488	10,693	22.3	19.1	6.9	3.9	0054
Sabine	232,577	16,212	26.3	23.3	9.9	7.2	0076
St. Helena	73,871	15,682	27.8	18.6	9.6	10.5	0021
St. James	229,371	28,517	17.4	19.2	19.8	21.6	0084
St. Landry	621,328	14,639	23.7	23.2	9.7	5.8	0221
St. Mary	558,224	22,635	22.6	29.9	14.5	10.7	0175
Tangipahoa	765,376	16,492	25.7	21.8	12.2	8.4	0295
Tensas	44,952	8,863	24.1	12.9	4.7	4.8	0016
Union	184,995	16,384	24.1	25.6	10.0	7.0	0056
Vermilion	477,566	18,586	23.8	24.3	12.7	10.3	0150
Vernon	480,983	14,706	35.3	22.7	7.9	4.4	0147
Washington	348,538	14,383	25.5	21.7	9.6	6.0	0124
Webster	436,930	18,643	22.2	24.7	13.2	9.7	0145
West Carroll	80,324	10,414	22.9	16.1	6.6	5.7	0041
West Feliciana	96,874	20,000	19.0	19.7	13.1	17.2	0031
Winn	114,629	12,821	25.2	20.5	7.5	5.0	0044
TOTAL METRO COUNTIES	32,629,917	22,402	22.2	26.5	13.6	12.6	1.1066
TOTAL STATE	43,573,006	20,445	22.8	25.3	14.3	11.3	1.4790

Maine

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- hold (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
BANGOR	141.6	.0567	31.6	13.7	17.0	20.1	24.1	50.7	
Penobscot	141.6	.0567	31.6	13.7	17.0	20.1	24.1	50.7	
• Bangor	30.6	0.122	32.7	14.3	18.6	17.9	27.8	12.0	
SUBURBAN TOTAL	111.0	.0445	31.3	13.5	16.5	20.7	23.2	38.7	
LEWISTON-AUBURN	104.1	.0417	33.3	10.4	16.0	19.7	27.6	39.5	
Androscoggin	104.1	.0417	33.3	10.4	16.0	19.7	27.6	39.5	
• Auburn	23.6	0.094	35.0	9.5	15.3	20.1	29.9	9.1	
• Lewiston	39.3	0.157	35.5	12.2	14.0	18.4	32.2	15.6	
SUBURBAN TOTAL	41.2	.0166	31.0	9.2	18.4	20.5	22.1	14.8	
PORTLAND	237.6	.0951	32.9	10.4	17.6	20.2	27.8	93.6	
Cumberland	237.6	.0951	32.9	10.4	17.6	20.2	27.8	93.6	
• Portland	63.4	0.254	34.4	11.8	18.4	16.7	32.3	28.3	
SUBURBAN TOTAL	174.2	.0697	33.6	9.8	17.5	21.5	26.1	65.3	
OTHER COUNTIES									
Aroostook	85.3	.0341	31.3	11.2	16.5	19.9	24.0	29.7	
Franklin	30.2	.0121	32.7	11.5	15.7	20.6	25.8	11.3	
Hancock	46.8	.0187	35.6	8.8	16.8	20.0	30.9	18.7	
Kennebec	118.7	.0475	33.6	10.0	16.5	20.6	27.1	44.9	
Knox	36.1	.0145	36.6	7.7	16.6	19.6	32.7	14.4	
Lincoln	30.2	.0121	36.3	7.1	16.4	20.5	31.5	11.7	
Oxford	52.3	.0209	35.4	8.0	15.4	20.4	30.2	20.1	
Piscataquis	18.6	.0074	35.3	8.2	15.2	20.1	30.3	8.8	
Sagadahoc	34.6	.0139	32.5	9.2	18.3	21.0	24.4	12.9	
Sumner	48.0	.0192	33.8	8.0	15.9	20.8	27.3	17.4	
Waldo	32.5	.0130	32.9	8.6	17.5	20.3	26.1	12.1	
Washington	35.8	.0143	35.0	8.9	15.2	19.3	30.6	13.6	
York	170.3	.0682	33.5	9.1	17.6	19.9	27.5	65.0	
TOTAL METRO COUNTIES	483.3	.1935	33.1	11.1	17.1	20.1	26.7	183.8	
TOTAL STATE	1,222.7	.4894	33.5	10.1	16.9	20.1	27.3	462.4	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- motive (\$000)	Drug (\$000)
1,300,067	283,050	95,279	150,560	43,176	341,750	31,898
1,300,067	283,050	95,279	150,560	43,176	341,750	31,898
707,857	129,446	57,861	112,732	25,765	205,696	12,495
592,210	153,604	37,418	37,828	17,411	136,054	19,403
791,206	201,484	66,916	85,425	23,139	207,766	20,146
791,206	201,484	66,916	85,425	23,139	207,766	20,146
367,414	82,066	24,250	27,745	8,134	157,173	5,954
271,429	68,630	30,238	50,155	13,119	19,016	10,180
152,363	50,788	12,428	7,525	1,886	31,577	4,012
3,120,320	544,399	266,554	281,362	119,979	511,208	69,055
3,120,320	544,399	266,554	281,362	119,979	511,208	69,055
684,866	168,840	108,402	28,741	34,990	98,979	23,530
2,435,454	375,559	158,152	252,621	84,989	412,229	45,525
487,845	118,156	33,623	49,078	14,426	120,635	15,724
209,632	52,928	17,480	15,310	5,485	56,546	5,295
388,066	112,456	42,764	24,937	12,577	72,214	8,507
974,658	212,615	76,277	97,738	35,305	254,286	24,651
286,057	75,282	22,624	23,084	8,181	57,071	7,945
225,719	50,382	22,771	5,653	5,565	52,110	5,184
229,667	47,619	17,440	20,232	9,422	40,849	9,798
91,220	23,506	6,320	13,832	3,209	17,304	3,628
209,036	71,949	17,307	9,366	4,574	50,796	5,661
263,091	79,119	15,163	13,682	11,042	58,730	8,364
149,233	37,835	14,864	17,975	4,091	31,207	4,474
199,613	68,765	14,050	12,446	5,411	25,592	5,872
1,177,638	242,180	159,447	53,019	50,261	294,706	28,007
5,211,593	1,028,933	428,749	517,347	186,294	1,060,724	121,099
10,103,048	2,221,725	889,079	873,499	355,863	2,192,770	254,209

METRO & COUNTY TOTALS

MAINE (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
BANGOR	1,634,446	24,421	24.2	27.5	17.5	13.8	.0589
Penobscot	1,634,446	24,421	24.2	27.5	17.5	13.8	.0589
• Bangor	381,636	21,826	26.6	25.9	14.2	13.8	.0206
SUBURBAN TOTAL	1,252,810	25,246	23.3	28.1	18.5	13.8	.0383
LEWISTON-AUBURN	1,253,903	24,150	24.4	29.2	16.7	13.2	.0413
Androscoggin	1,253,903	24,150	24.4	29.2	16.7	13.2	.0413
• Auburn	291,064	23,738	24.0	27.9	15.5	14.5	.0127
• Lewiston	476,705	22,030	27.0	27.3	14.9	12.2	.0151
SUBURBAN TOTAL	486,134	26,239	22.0	31.7	19.4	13.3	.0135
PORTLAND	3,576,458	28,561	20.5	26.7	18.8	20.6	.1277
Cumberland	3,576,458	28,561	20.5	26.7	18.8	20.6	.1277
• Portland	925,778	23,050	25.0	25.6	15.1	15.5	.0311
SUBURBAN TOTAL	2,650,680	31,039	18.4	27.3	20.3	22.9	.0966
OTHER COUNTIES							
Aroostook	878,696	21,849	26.9	30.5	13.6	10.6	.0287

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Franklin	375,494	24,896	24.0	27.6	18.1	14.9	.0118
Hancock	572,670	22,979	25.9	29.1	15.7	11.9	.0192
Kennebec	1,538,208	26,318	22.1	28.9	18.2	16.2	.0499
Knox	399,926	19,861	29.9	27.6	13.0	9.1	.0140
Lincoln	400,360	25,937	21.6	28.9	17.1	16.6	.0124
Oxford	608,161	22,846	23.9	30.0	15.3	11.6	.0174
Piscataquis	188,759	21,743	29.5	29.2	17.2	7.7	.0059
Sagadahoc	401,341	24,134	24.5	31.0	16.7	12.1	.0125
Somerset	442,523	18,970	29.5	29.8	11.5	6.3	.0152
Waldo	336,790	21,328	27.4	30.8	14.5	8.4	.0103
Washington	365,760	19,169	28.9	26.0	12.6	9.4	.0120
York	2,259,922	27,277	20.8	29.6	20.3	15.6	.0684
TOTAL METRO COUNTIES	6,464,807	26,362	22.3	27.6	17.9	17.1	.2279
TOTAL STATE	15,233,417	24,769	23.7	28.6	17.1	14.5	.3056

Maryland

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
BALTIMORE	2,383.1	.9539	33.4	10.6	18.2	22.2	24.9	874.7	
Anne Arundel	430.6	.1723	31.9	11.5	19.2	24.3	19.8	147.7	
• Annapolis	34.9	.0140	32.9	11.6	20.1	19.8	26.0	14.3	
Baltimore	695.2	.2783	34.9	10.5	18.1	22.1	27.7	270.0	
Baltimore city	752.5	.3012	33.6	11.2	16.9	18.6	29.0	282.0	
• Baltimore	752.5	.3012	33.6	11.2	16.9	18.6	29.0	282.0	
Carroll	124.7	.0499	33.2	8.9	18.2	24.6	22.0	41.0	
Harford	171.0	.0685	31.7	9.9	18.5	25.1	18.7	57.8	
Howard	175.4	.0702	32.2	7.8	21.1	28.2	15.9	63.5	
Queen Anne's	33.7	.0135	35.3	8.7	16.6	21.6	28.8	11.8	
SUBURBAN TOTAL	1,595.7	.6387	33.3	10.2	18.7	23.9	22.9	578.4	
CUMBERLAND	103.1	.0413	36.6	10.2	14.2	20.2	32.0	39.3	
Allegany	75.4	.0302	37.6	10.6	13.5	20.2	33.6	28.8	
• Cumberland	23.1	.0092	41.5	8.6	13.1	17.8	40.2	9.8	
Mineral, W. Va.	27.7	.0111	33.9	8.9	16.0	21.0	27.3	10.5	
SUBURBAN TOTAL	80.0	.0321	35.4	10.6	14.5	21.0	29.6	29.5	
HAGERSTOWN	118.5	.0474	34.6	10.5	16.8	21.4	28.0	43.3	
Washington	118.5	.0474	34.6	10.5	16.8	21.4	28.0	43.3	
• Hagerstown	34.5	.0138	36.3	10.6	16.2	18.0	33.6	14.6	
SUBURBAN TOTAL	84.0	.0356	34.1	10.5	17.0	22.8	25.7	28.7	
OTHER COUNTIES									
□ Calvert	53.3	.0213	31.6	8.0	18.4	22.7	21.0	17.7	
□ Caroline	25.9	.0104	35.2	8.7	15.5	20.5	29.8	9.5	
□ Cecil	73.2	.0293	32.5	8.9	16.9	22.4	23.4	25.4	
□ Charles	100.8	.0403	29.9	9.1	18.4	25.2	15.4	31.5	
□ Dorchester	31.0	.0124	37.5	8.7	14.8	20.3	33.4	11.7	
□ Frederick	148.3	.0594	32.1	9.6	19.2	22.9	21.5	50.8	
• Frederick	37.2	.0149	32.8	11.9	20.6	17.3	28.1	14.8	
□ Garrett	28.3	.0113	33.1	9.3	15.7	20.6	26.4	9.8	
□ Kent	17.2	.0069	36.4	12.5	14.3	19.4	32.4	6.6	
□ Montgomery	715.3	.2863	34.7	8.7	18.4	25.3	24.1	272.4	
□ Rockville	49.7	.0199	32.7	9.5	18.9	26.0	19.6	17.4	
□ Prince George's	712.4	.2851	30.5	12.5	20.6	23.8	16.9	255.3	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
16,905,854	3,206,899	1,778,362	2,031,816	977,673	3,846,817	576,725
3,808,544	744,627	374,787	516,904	206,804	953,553	87,932
700,197	119,795	69,852	69,533	42,816	219,749	19,478
6,616,430	1,111,289	576,172	1,002,476	381,549	1,621,323	197,395
3,198,905	634,183	335,411	209,013	167,337	532,765	195,229
3,198,905	634,183	335,411	209,013	167,337	532,765	195,229
698,794	137,906	76,508	60,091	28,458	176,657	33,423
1,138,215	263,075	70,940	106,896	49,700	330,151	35,121
1,290,885	269,879	123,349	133,472	129,048	236,474	24,633
154,081	45,940	21,195	2,964	14,777	15,894	2,990
13,006,752	2,452,921	1,173,099	1,753,270	767,520	3,114,303	362,018
604,573	118,456	58,036	115,445	33,709	100,264	29,909
517,203	97,786	48,093	109,167	28,384	79,092	25,636
206,807	30,939	15,732	25,752	12,517	46,787	9,384
87,370	20,670	9,943	6,278	5,325	21,172	4,273
397,766	87,517	42,304	89,693	21,192	53,477	20,525
796,574	155,890	55,608	100,716	47,232	200,880	34,055
796,574	155,890	55,608	100,716	47,232	200,880	34,055
390,692	82,244	32,283	40,493	22,823	78,710	21,106
405,882	73,646	23,325	60,223	24,409	122,170	12,949
213,019	56,288	22,713	16,803	7,483	58,346	5,708
151,909	31,711	6,845	5,517	2,903	70,805	5,518
446,195	80,002	34,353	21,893	8,312	135,554	10,423
645,311	131,004	48,660	36,037	33,961	170,546	34,267
164,528	33,485	14,411	10,523	5,044	23,315	7,586
1,045,021	237,820	105,119	128,102	48,357	232,983	26,657
737,633	159,002	71,607	99,495	35,387	166,323	19,151
160,054	42,997	8,721	6,544	6,798	33,304	7,591
118,031	29,157	13,469	8,032	2,716	32,337	5,501
6,301,142	1,268,943	539,977	774,902	510,531	1,350,051	230,924
710,430	124,023	74,739	35,756	107,823	148,505	23,650
5,649,800	1,094,214	474,843	731,214	314,547	1,411,936	215,173

MD. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
St. Mary's	73.9	.0296	29.0	12.4	18.8	21.1	17.6	25.0	384,534	102,955	39,554	35,794	13,609	75,204	11,133	
Somerset	19.8	.0079	36.0	11.6	13.8	18.5	32.9	7.0	63,401	21,914	6,898	1,981	1,263	10,494	3,400	
Talbot	28.5	.0114	39.3	8.3	14.9	19.8	36.3	11.7	318,200	55,125	39,508	2,940	13,760	88,186	9,972	
Wicomico	74.3	.0298	34.2	11.1	16.7	21.1	27.5	27.8	634,006	105,833	55,743	93,735	26,629	138,595	13,796	
Worcester	38.4	.0153	36.3	9.4	15.9	20.3	31.6	15.3	510,584	104,951	115,955	34,208	21,395	81,159	16,142	
TOTAL METRO COUNTIES	4,380.3	1.7532	33.0	10.4	18.5	23.0	23.3	1,599.9	32,540,119	6,328,846	3,107,728	3,950,650	1,976,480	7,504,205	1,159,568	
TOTAL STATE	4,717.6	1.8882	33.1	10.5	18.3	22.8	23.6	1,724.3	35,045,366	6,856,974	3,408,832	4,149,924	2,070,598	8,057,604	1,240,207	

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdlt. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
BALTIMORE	34,505,342	32,347	16.6	24.3	20.0	25.9	1.0102
Anne Arundel	6,563,115	37,476	13.2	24.4	22.8	31.7	.2006
• Annapolis	543,400	29,151	17.7	27.4	16.2	24.1	.0233
Baltimore	11,542,246	35,546	14.8	25.6	22.1	28.9	.3465
Baltimore city	8,686,984	22,593	21.6	23.8	15.2	16.0	.2481
• Baltimore	8,686,984	22,593	21.6	23.8	15.2	16.0	.2481
Carroll	1,612,557	32,965	16.4	27.5	24.2	21.9	.0467
Harford	2,402,051	35,516	15.1	24.8	22.9	28.1	.0700
Howard	3,290,677	46,574	9.8	18.8	20.7	45.5	.0867
Queen Anne's	407,712	27,995	21.2	26.8	18.5	19.1	.0116
SUBURBAN TOTAL	25,274,958	36,786	14.1	24.6	22.3	30.8	.7388
CUMBERLAND	1,074,650	21,130	25.3	27.9	14.5	10.2	.0351
Allegany	844,278	23,104	24.1	27.5	16.1	12.4	.0279
• Cumberland	265,835	20,068	25.1	25.1	13.8	11.2	.0095
Mineral, W. Va.	230,372	17,544	26.5	28.9	10.0	4.2	.0072
SUBURBAN TOTAL	808,815	21,464	25.4	28.8	14.7	9.8	.0256
HAGERSTOWN	1,389,251	25,904	21.0	28.4	18.4	15.2	.0445
Washington	1,389,251	25,904	21.0	28.4	18.4	15.2	.0445
• Hagerstown	378,184	19,995	25.7	27.2	13.7	9.1	.0153
SUBURBAN TOTAL	1,011,067	29,331	18.6	28.9	20.9	18.4	.0292

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdlt. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
OTHER COUNTIES							
□ Calvert	751,934	37,375	14.6	20.7	22.4	31.9	.0194
Caroline	260,198	21,990	24.2	28.6	15.3	10.3	.0087
□ Cecil	937,036	30,707	18.4	27.3	20.7	21.5	.0278
□ Charles	1,356,592	38,905	12.1	21.4	23.8	33.1	.0400
Dorchester	335,023	21,944	25.5	27.5	14.9	11.8	.0104
□ Frederick	2,117,954	35,483	15.3	24.2	21.8	29.0	.0628
• Frederick	546,342	29,960	18.5	26.6	19.6	22.2	.0241
Garrett	316,982	25,380	22.2	28.6	18.2	14.6	.0098
Kent	204,617	23,041	24.1	27.8	14.4	14.7	.0064
□ Montgomery	16,519,951	51,116	9.1	17.8	16.6	51.3	.4183
Rockville	991,852	50,048	8.9	15.7	18.5	50.1	.0315
□ Prince George's	12,552,311	41,370	11.3	23.0	20.4	39.0	.3463
St. Mary's	1,032,790	34,331	16.5	24.2	20.6	28.4	.0283
Somerset	198,323	21,333	26.6	27.3	13.6	12.1	.0058
Talbot	452,837	28,480	20.1	27.0	16.3	23.1	.0147
Wicomico	910,088	25,717	21.6	27.9	17.4	16.4	.0308
Worcester	416,441	20,549	27.7	28.2	12.5	10.7	.0183
TOTAL METRO COUNTIES	70,974,649	36,005	14.6	23.2	19.5	32.0	1.9972
TOTAL STATE	75,101,948	35,185	15.2	23.4	19.3	31.0	2.1304



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METRO & COUNTY TOTALS

Massachusetts

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	Total Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
BOSTON-LAWRENCE-SALEM-																
LOWELL-BROCKTON	3,736.4	1.4956	33.9	11.2	17.8	20.6	27.5	1,413.9	32,596,223	6,218,422	3,854,505	3,175,860	1,449,743	7,036,905	1,034,879	
Essex	656.6	.2629	35.3	9.5	16.5	20.5	29.9	251.7	5,658,027	987,982	694,681	601,805	239,200	1,369,543	165,823	
• Gloucester	28.6	.0114	35.4	9.1	17.8	19.4	31.1	11.6	210,994	52,164	30,270	8,819	5,154	46,905	9,848	
• Haverhill	50.4	.0202	34.6	9.9	16.4	17.9	31.5	19.7	415,881	76,755	40,799	21,340	16,997	137,965	11,110	
• Lawrence	62.6	.0251	33.1	10.5	16.3	15.5	31.3	24.9	342,913	36,013	31,210	14,771	25,291	120,551	11,712	
• Lynn	79.1	.0317	35.9	9.7	16.0	17.9	33.2	32.5	587,480	86,155	54,072	12,357	20,155	293,778	20,547	
Peabody	46.8	.0187	36.0	9.3	15.6	23.3	28.4	17.2	617,545	88,891	48,763	173,647	27,955	71,745	12,561	
• Salem	38.4	.0154	35.1	12.6	17.7	17.5	32.6	16.1	347,591	88,717	40,784	21,950	21,159	73,344	12,636	
Middlesex	1,372.8	.5495	33.8	11.4	18.3	21.1	26.7	510.3	12,154,324	2,445,876	1,236,192	1,182,980	664,549	2,840,964	408,057	
Arlington	43.8	.0175	37.4	9.3	19.3	19.3	34.1	18.0	271,568	47,618	20,388	6,879	7,254	129,795	10,153	
• Cambridge	90.5	.0362	31.1	19.3	27.0	16.5	23.0	39.3	939,907	192,237	170,684	118,368	87,917	72,875	39,628	
• Framingham	63.5	.0254	34.1	11.7	18.5	22.1	26.3	24.9	895,718	94,331	99,168	147,113	53,617	252,985	24,058	
• Lowell	93.6	.0375	32.1	13.5	16.0	16.7	28.6	35.3	617,708	101,538	60,335	36,713	25,283	246,374	20,884	
Malden	53.6	.0215	35.6	10.2	18.2	18.0	32.8	22.2	331,928	74,707	32,295	16,892	19,855	104,749	7,872	
Medford	56.6	.0227	36.0	12.5	15.9	18.6	32.8	20.9	511,348	136,882	27,021	50,805	15,496	92,485	22,549	
Newton	82.2	.0329	36.2	11.4	17.8	21.2	30.7	29.7	919,714	158,164	92,746	79,200	53,756	192,372	32,502	
Somerville	70.6	.0283	33.1	14.4	20.5	17.3	28.7	29.0	460,764	109,030	39,763	52,681	22,400	71,592	15,753	
• Waltham	56.7	.0227	33.3	16.4	18.7	18.5	28.3	21.5	520,021	99,332	80,514	22,971	49,883	70,606	24,419	
Norfolk	611.8	.2449	35.5	10.1	16.6	21.8	29.0	226.0	6,165,393	1,206,475	497,455	648,451	289,471	1,476,680	180,633	
Brookline	52.3	.0209	35.9	11.6	23.3	18.6	32.7	24.4	328,980	97,979	51,714	6,904	20,680	45,903	15,606	
Quincy	82.6	.0331	37.6	10.9	17.1	18.4	34.9	35.2	686,819	191,717	75,048	38,017	16,277	161,117	30,370	
Weymouth	54.9	.0220	34.3	10.8	17.1	20.5	28.3	20.7	522,081	137,098	34,278	80,061	29,375	96,371	14,419	
Plymouth	439.3	.1758	32.7	8.7	17.4	21.9	24.0	153.2	4,202,334	727,517	401,781	346,381	206,645	946,193	107,517	
• Brockton	92.5	.0370	32.6	10.1	17.0	19.6	26.3	34.0	972,777	172,434	90,375	95,052	39,092	215,245	25,719	
Suffolk	655.9	.2625	32.6	15.4	19.6	17.6	27.7	272.7	4,416,145	850,572	1,024,396	396,243	229,878	403,525	172,847	
• Boston	568.5	.2275	32.1	16.1	20.3	17.4	26.7	236.2	3,960,795	703,220	960,603	360,381	201,248	368,777	147,924	
Revere	43.4	.0174	37.8	10.6	16.4	19.8	34.0	17.9	242,561	72,200	40,900	17,468	18,194	21,995	11,513	
SUBURBAN TOTAL	2,512.0	1.0055	34.6	9.7	17.2	22.0	27.4	917.9	22,784,438	4,515,526	2,195,691	2,316,025	1,103,947	5,137,500	686,374	
NEW BEDFORD-FALL RIVER-																
ATTLEBORO	498.1	.1994	34.6	9.5	16.0	19.9	29.5	184.6	4,096,757	905,486	412,158	386,115	191,257	896,825	126,378	
Bristol	493.1	.1994	34.6	9.5	16.0	19.9	29.5	184.6	4,096,757	905,486	412,158	386,115	191,257	896,825	126,378	
• Attleboro	56.1	.0144	33.6	9.8	16.6	20.7	27.0	13.3	401,628	53,950	28,365	23,125	20,597	82,618	14,048	
• Fall River	90.9	.0364	36.4	9.5	14.5	17.1	34.6	36.0	598,122	164,945	53,980	45,143	38,742	121,677	25,421	
• New Bedford	96.4	.0386	36.4	9.8	14.7	17.5	34.3	38.6	533,151	143,568	65,451	32,305	25,968	95,965	23,277	
Taunton	47.2	.0189	34.2	10.1	16.6	19.5	29.2	17.5	271,434	72,423	19,668	21,693	20,778	66,674	7,944	
SUBURBAN TOTAL	274.7	.1100	33.8	9.4	16.8	21.6	26.4	96.7	2,563,856	543,023	264,362	284,742	105,950	596,565	63,832	

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Source: ABC Publisher's Statement, 3-31-90
New England Newspaper Assn. Linage Report, 12-31-89

METRO & COUNTY TOTALS

MASS. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
PITTSFIELD	141.9	.0868	35.9	10.5	15.3	19.6	31.7	55.3	
Berkshire	141.9	.0568	35.9	10.5	15.3	19.6	31.7	55.3	
• Pittsfield	49.5	.0198	36.0	9.1	15.5	19.4	32.0	19.9	
SUBURBAN TOTAL	92.4	.0370	35.9	11.3	15.2	19.8	31.5	35.4	
SPRINGFIELD	595.7	.3384	33.4	12.1	16.4	18.9	28.5	221.1	
Hampden	451.2	.1806	34.7	10.3	16.0	19.4	30.0	171.8	
Chicopee	58.0	.0232	34.4	10.2	15.6	18.5	33.2	22.9	
• Holyoke	41.6	.0167	36.3	9.7	13.9	16.7	34.8	16.6	
• Springfield	150.9	.0404	33.3	11.6	16.2	16.8	30.4	58.4	
• Westfield	38.5	.0154	33.0	12.8	16.5	19.7	27.1	13.9	
Hampshire	144.5	.0578	29.9	21.6	18.2	17.3	23.4	49.3	
• Northampton	28.2	.0113	32.7	17.1	19.7	16.4	28.8	10.4	
SUBURBAN TOTAL	336.5	.1346	33.3	13.8	16.5	20.2	26.9	121.8	
WORCESTER-FITCHBURG									
LEOMINSTER	687.1	.3751	34.1	10.7	16.4	19.6	28.8	254.5	
Worcester	687.1	.2751	34.1	10.7	16.4	19.6	28.8	254.5	
• Fitchburg	39.9	.0160	33.9	14.1	14.7	16.7	31.7	15.4	
• Leominster	34.8	.0147	33.9	10.5	16.5	20.2	27.9	14.3	
• Worcester	160.4	.0642	34.9	13.8	15.0	16.3	33.4	64.8	
SUBURBAN TOTAL	450.0	.1802	33.9	9.3	17.0	21.0	27.0	163.0	
OTHER COUNTIES									
Barnstable	180.4	.0722	40.2	7.3	15.3	17.8	38.9	75.4	
Dukes	12.1	.0048	37.1	6.9	20.4	18.2	34.6	5.6	
Franklin	69.6	.0278	34.1	9.5	18.9	19.0	29.4	27.7	
Nantucket	6.2	.0025	37.7	7.6	20.0	19.4	34.3	2.8	
TOTAL METRO COUNTIES	5,699.2	2.2653	34.6	11.2	17.4	20.2	28.0	2,129.4	
TOTAL STATE	5,927.5	2.3726	34.2	11.0	17.3	20.1	28.4	2,240.9	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
1,180,932	252,169	131,969	111,879	52,187	212,672	33,555
1,180,932	252,169	131,969	111,879	52,187	212,672	33,555
494,925	112,136	53,203	66,795	29,320	88,381	15,765
686,007	140,033	78,766	45,084	22,867	124,291	17,790
4,456,958	874,831	486,017	500,820	217,897	913,627	148,953
3,569,808	661,061	370,853	441,631	182,667	756,892	113,548
374,179	60,365	48,670	34,600	10,340	102,134	10,312
478,724	63,872	35,707	142,047	28,125	63,103	12,352
1,289,478	226,629	134,109	157,291	84,100	266,570	45,977
318,010	63,335	31,319	37,613	7,046	87,063	9,238
987,150	213,770	115,164	99,189	35,230	156,735	27,405
330,776	58,714	47,234	27,735	12,921	83,500	10,577
2,039,970	462,281	237,648	136,134	85,705	413,391	62,809
5,606,887	1,033,921	541,373	551,897	274,608	1,412,044	183,418
5,606,887	1,033,921	541,373	551,897	274,608	1,412,044	183,418
421,581	120,214	30,776	74,646	14,450	81,294	13,555
367,653	66,172	38,519	35,146	28,404	89,593	8,225
1,675,287	237,058	165,723	131,218	100,499	551,336	54,353
3,142,366	610,477	306,353	310,882	131,255	689,821	107,285
2,425,284	487,511	354,188	164,180	136,115	426,263	64,826
162,297	41,755	25,713	3,915	5,634	10,916	3,354
451,396	102,017	45,449	38,682	16,234	95,405	12,176
129,590	26,499	29,261	1,971	2,111	14,491	2,451
47,937,757	9,284,829	5,426,022	4,736,571	2,385,692	10,472,073	1,519,383
51,106,324	9,942,611	5,880,633	4,935,319	2,545,786	11,019,148	1,602,190

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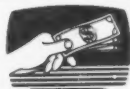
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MASS. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
BOSTON-LAWRENCE-SALEM-							
LOWELL-BROCKTON	66,398,906	35,430	15.6	21.6	18.6	32.0	1.8768
Essex	11,125,020	33,809	16.3	21.8	19.0	29.4	.3204
• Gloucester	472,422	28,856	20.5	23.8	17.7	23.2	.0132
• Haverhill	751,831	28,832	20.0	23.7	19.0	22.2	.0227
• Lawrence	794,883	23,157	21.7	23.5	16.4	15.9	.0231
• Lynn	1,171,398	27,215	19.9	23.7	18.4	19.9	.0344
• Peabody	807,402	38,835	12.7	20.8	21.7	34.0	.0268
• Salem	620,301	28,762	19.0	25.1	18.3	22.4	.0186
Middlesex	26,528,542	39,859	13.5	20.4	18.9	37.7	.7251
Arlington	916,884	41,004	13.1	20.9	16.9	39.1	.0222
• Cambridge	1,669,739	27,636	20.0	25.6	16.4	22.0	.0490
• Framingham	1,325,850	40,922	12.4	21.1	18.0	40.2	.0409
• Lowell	1,352,096	28,574	20.1	24.2	19.0	21.4	.0388
Malden	917,792	31,555	18.2	23.9	19.4	25.7	.0240
Medford	953,458	36,237	14.4	21.9	19.6	32.1	.0279
Newton	2,020,194	51,537	9.9	16.4	16.0	51.5	.0533
Somerville	1,091,908	28,772	19.2	25.3	18.7	21.4	.0303
• Waltham	1,031,721	36,959	13.9	22.6	19.3	33.5	.0293
Norfolk	11,832,260	40,943	12.7	19.9	19.4	38.9	.3364
Brookline	1,283,904	35,877	15.1	22.6	16.4	34.7	.0295
Quincy	1,453,901	32,613	16.6	23.6	19.5	27.0	.0407
Weymouth	950,130	36,978	14.3	22.3	19.0	34.0	.0279
Plymouth	6,550,833	33,804	16.2	23.9	20.9	27.2	.2079
• Brackton	1,232,602	27,643	19.4	24.3	18.7	19.8	.0431
Suffolk	10,362,251	25,818	20.7	24.0	15.7	20.7	.2870
• Boston	8,957,413	25,392	21.0	24.1	15.3	20.3	.2507
Revere	707,641	30,560	18.7	23.0	18.8	25.1	.0185
SUBURBAN TOTAL	47,018,650	39,916	13.2	20.4	19.6	37.4	1.3130

NEW BEDFORD-FALL RIVER-

ATTLEBORO	6,440,169	26,828	20.4	26.3	18.7	17.3	.2093
Bristol	6,440,169	26,828	20.4	26.3	18.7	17.3	.2093

METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
• Attleboro	521,493	30,551	18.6	26.9	21.3	21.1	.0178
• Fall River	1,003,104	20,492	25.1	27.0	15.1	9.0	.0330
• New Bedford	1,095,352	20,293	25.2	26.0	13.9	10.8	.0337
Taunton	608,388	27,246	20.3	27.6	18.7	17.1	.0178
SUBURBAN TOTAL	3,820,220	31,671	17.0	26.2	21.7	22.4	.1248
PITTSFIELD	2,004,903	27,026	20.8	26.7	18.4	18.2	.0623
Berkshire	2,004,903	27,026	20.8	26.7	18.4	18.2	.0623
• Pittsfield	722,748	27,181	20.5	25.5	17.2	20.0	.0236
SUBURBAN TOTAL	1,282,155	26,944	20.9	27.3	19.1	17.3	.0387
SPRINGFIELD	8,097,441	27,599	19.6	25.7	18.8	19.2	.2444
Hampden	6,224,998	27,531	19.3	25.3	18.7	19.5	.1928
Chicopee	770,860	26,452	19.7	27.0	18.7	16.9	.0229
• Holyoke	528,909	21,742	22.9	22.8	15.7	14.5	.0197
• Springfield	1,845,323	23,345	22.0	25.5	16.1	14.8	.0626
• Westfield	535,178	30,720	17.0	27.4	22.0	20.2	.0168
Hampshire	1,872,442	27,818	20.7	27.2	19.2	18.1	.0556
• Northampton	376,792	24,913	22.0	26.0	16.4	16.8	.0138
SUBURBAN TOTAL	4,811,239	30,499	18.1	26.0	20.4	22.0	.1355
WORCESTER-FITCHBURG-							
LEOMINSTER	10,384,560	31,518	17.7	24.2	20.2	24.5	.3108
Worcester	10,384,560	31,518	17.7	24.2	20.2	24.5	.3108
• Fitchburg	544,652	26,079	21.9	24.7	18.3	17.8	.0188
• Leominster	545,931	30,248	17.9	26.1	21.1	20.8	.0177
• Worcester	2,268,431	25,936	20.9	25.1	16.7	19.2	.0765
SUBURBAN TOTAL	7,025,546	34,435	16.1	23.7	21.6	27.5	.1978
OTHER COUNTIES							
Barnstable	2,823,927	27,521	21.7	27.1	18.0	19.8	.0997
Dukes	189,508	24,154	25.5	28.8	15.3	15.5	.0066
Franklin	920,914	25,378	23.1	27.9	18.5	14.3	.0275
Nantucket	127,646	34,056	17.0	25.1	23.2	25.0	.0047
TOTAL METRO COUNTIES	93,325,979	32,874	18.8	23.0	18.8	28.1	2.7076
TOTAL STATE	97,387,974	32,521	17.0	23.2	18.8	27.6	2.8461

Michigan

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mds. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
ANN ARBOR	276.3	.1106	28.9	18.9	23.0	19.3	16.7	102.7	2,291,052	335,978	213,992	345,614	139,332	560,201	63,666	
Washtenaw	276.3	.1106	28.9	18.9	23.0	19.3	16.7	102.7	2,291,052	335,978	213,992	345,614	139,332	560,201	63,666	
• Ann Arbor	111.6	.0447	27.6	25.9	25.3	16.7	14.6	42.7	1,240,550	166,501	129,952	171,878	97,916	241,522	34,444	
SUBURBAN TOTAL	164.7	.0659	30.0	14.1	21.6	21.0	18.1	60.0	1,050,502	169,477	84,040	173,736	41,416	318,679	29,220	
BATTLE CREEK	140.0	.0561	33.5	9.9	16.4	20.7	26.9	53.7	1,023,525	175,327	89,059	184,882	11,804	238,072	36,373	
Calhoun	140.0	.0561	33.5	9.9	16.4	20.7	26.9	53.7	1,023,525	175,327	89,059	184,882	11,804	238,072	36,373	
• Battle Creek	54.6	.0219	32.4	10.7	17.4	16.1	29.4	22.5	453,103	56,719	31,101	86,504	21,302	122,064	15,579	
SUBURBAN TOTAL	85.4	.0342	34.3	9.3	16.0	23.6	25.3	31.2	570,422	118,608	57,958	98,378	20,502	116,008	20,794	
BENTON HARBOR	168.6	.0675	32.8	9.5	16.4	20.4	25.9	63.6	1,092,313	205,116	107,903	147,657	23,668	256,437	35,012	
Berrien	168.6	.0675	32.8	9.5	16.4	20.4	25.9	63.6	1,092,313	205,116	107,903	147,657	23,668	256,437	35,012	
• Benton Harbor	14.5	.0058	23.6	10.1	13.7	15.4	18.9	4.8	255,530	13,661	14,865	66,479	2,513	67,248	3,717	
SUBURBAN TOTAL	154.1	.0617	33.5	9.4	16.6	20.9	26.7	58.8	836,783	191,455	93,038	81,178	21,155	189,189	31,295	
DETROIT	4,385.4	1.7554	32.5	10.0	17.6	21.0	24.6	1,629.7	31,931,305	5,293,656	3,181,155	4,246,519	1,867,637	8,142,088	1,198,155	
Lapeer	76.0	.0305	30.0	9.0	17.8	22.8	18.2	24.5	436,250	90,553	26,804	28,663	11,636	133,859	15,518	
Livingston	118.3	.0474	31.2	8.2	18.3	24.9	18.1	38.8	529,372	98,733	45,561	98,571	16,420	134,624	17,028	
Macomb	715.5	.2864	32.4	10.4	17.3	22.8	22.6	258.0	6,324,917	1,061,296	574,941	899,966	417,799	1,654,617	212,201	
Roseville	51.4	.0206	31.3	11.6	18.5	18.9	24.3	18.8	682,824	89,390	47,958	197,641	24,572	121,948	14,536	
St. Clair Shores	72.1	.0289	37.3	10.4	14.8	20.6	32.5	27.8	461,652	111,476	51,371	28,124	33,936	107,341	23,098	
Sterling Heights	115.7	.0463	30.3	8.4	20.4	25.8	14.6	39.3	1,275,996	135,444	83,186	344,321	45,395	360,726	24,239	
Warren	148.7	.0595	34.7	11.4	14.3	24.4	25.2	54.0	1,371,546	272,112	145,428	120,092	114,424	330,719	57,802	
Monroe	137.1	.0549	30.9	9.6	17.1	21.7	21.4	47.1	573,498	137,853	50,840	35,255	17,514	162,581	19,509	
Oakland	1,061.2	.4248	33.2	9.5	18.3	22.8	23.8	402.8	10,920,910	1,616,306	1,076,398	1,534,257	746,018	2,685,845	359,723	
Farmington Hills	68.9	.0276	34.9	9.1	16.6	25.2	24.6	26.1	680,422	59,242	84,077	30,617	45,425	285,984	21,425	
• Pontiac	71.9	.0288	28.6	12.3	18.4	17.4	20.8	26.3	474,481	75,647	51,458	70,465	42,799	126,460	12,610	

METRO & COUNTY TOTALS

MICH. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City		Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
		18-24 Years	25-34 Years	35-49 Years	50 & Over												
Royal Oak		65.5	0262	34.7	9.9	20.3	18.6	30.7	28.3	584,766	92,315	46,867	54,292	68,456	165,588	7,217	
Southfield		73.0	0292	38.2	8.5	17.4	21.1	33.6	31.1	1,567,900	186,333	155,712	218,200	116,655	430,382	42,406	
Troy		69.2	0277	32.6	7.1	20.1	27.6	17.5	25.6	1,399,944	113,531	111,082	287,414	79,143	431,512	27,564	
St. Clair		148.1	0592	32.3	9.5	16.2	20.5	25.1	53.0	780,298	154,315	72,073	72,586	39,315	191,510	36,573	
• Port Huron		35.2	0141	32.0	11.8	16.0	17.0	28.2	14.0	418,037	75,522	36,196	35,522	27,111	97,370	16,486	
Wayne		2,129.2	8522	32.5	10.4	17.4	19.2	26.3	805.5	12,366,100	2,134,600	1,334,538	1,577,221	618,935	3,179,052	537,603	
• Dearborn		85.6	0343	39.2	9.7	15.4	18.2	37.1	35.5	1,372,661	143,648	115,721	249,356	89,199	372,083	50,599	
Dearborn Heights		60.7	0243	36.2	10.8	14.7	21.9	29.8	22.4	296,601	94,998	56,593	3,444	18,281	15,933	30,565	
• Detroit		1,055.7	4225	31.9	10.4	17.2	17.5	27.1	409.0	3,364,434	765,611	497,411	134,227	92,670	844,274	144,879	
Lincoln Park		42.5	0170	33.6	11.1	17.9	18.1	29.4	16.6	333,756	80,319	27,910	73,947	9,193	35,677	23,712	
Livonia		100.7	0403	35.3	9.8	14.4	24.9	25.6	33.7	1,271,171	199,475	110,742	211,153	134,114	217,029	50,774	
Taylor		71.5	0286	29.0	11.3	18.9	29.2	16.5	24.3	739,809	79,964	57,876	248,821	17,429	185,850	20,851	
Westland		81.1	0325	30.7	11.8	19.2	22.3	19.4	29.9	727,808	148,867	58,851	134,746	42,440	130,284	35,108	
SUBURBAN TOTAL		3,136.8	12557	32.7	9.9	17.7	22.4	23.4	1,144.9	26,301,692	4,233,228	2,480,369	3,756,949	1,615,858	6,701,901	973,581	
DETROIT-ANN ARBOR CONSOLIDATED																	
AREA		4,661.7	1,8660	32.2	10.6	17.9	20.9	24.1	1,732.4	34,222,357	5,629,634	3,395,147	4,592,133	2,006,969	8,702,289	1,261,821	
FLINT		433.7	1,7336	30.8	10.8	17.3	21.7	21.1	160.1	3,300,607	547,858	259,477	560,532	161,090	795,328	110,593	
Genesee		433.7	1,7336	30.8	10.8	17.3	21.7	21.1	160.1	3,300,607	547,868	259,477	560,532	161,090	795,328	110,593	
• Flint		142.3	0570	29.9	12.0	17.5	17.5	23.6	55.3	1,350,797	253,013	128,069	243,859	106,670	198,425	48,049	
SUBURBAN TOTAL		291.4	1166	31.3	10.3	17.0	23.7	20.0	104.8	1,949,810	294,855	131,408	316,673	54,420	596,903	62,544	
GRAND RAPIDS		669.0	2678	31.1	11.7	17.9	19.9	23.1	245.0	5,453,457	743,912	402,119	1,026,261	330,790	1,354,298	102,151	
Kent		485.4	1943	31.3	11.8	17.9	19.4	23.9	182.7	4,318,986	605,500	311,231	788,638	267,488	1,075,294	83,283	
• Grand Rapids		189.6	0759	31.5	13.3	17.8	15.6	28.1	73.1	1,474,771	220,434	127,537	188,698	130,427	349,500	36,024	
Wyoming		63.0	0252	30.6	12.9	19.6	18.6	22.4	24.9	671,419	66,041	62,263	136,807	35,558	146,756	10,601	
Ottawa		183.6	0735	30.5	11.6	17.5	21.1	21.1	62.3	1,134,471	138,412	90,888	237,623	63,302	279,004	18,868	
• Holland		31.1	0124	31.9	15.4	15.5	17.0	28.1	11.5	447,695	43,931	39,103	56,377	32,225	143,031	10,482	
SUBURBAN TOTAL		448.3	1,795	30.9	10.8	18.0	21.9	20.7	160.4	3,530,991	479,547	235,479	781,186	168,138	861,767	55,645	
JACKSON		150.7	0603	32.4	10.1	19.5	21.1	23.8	52.3	823,854	137,991	72,737	221,015	42,661	176,715	30,411	
Jackson		150.7	0603	32.4	10.1	19.5	21.1	23.8	52.3	823,854	137,991	72,737	221,015	42,661	176,715	30,411	
• Jackson		37.9	0152	31.7	11.9	17.6	16.0	28.2	14.9	356,535	45,955	37,038	45,044	27,847	79,935	12,355	
SUBURBAN TOTAL		112.8	0451	32.6	9.5	20.0	22.9	22.3	37.4	567,319	92,036	35,699	175,971	14,814	96,780	18,056	
KALAMAZOO		220.6	0883	30.6	15.3	18.7	20.1	21.7	83.1	1,665,749	256,993	158,540	325,814	97,336	346,616	47,355	
Kalamazoo		220.6	0883	30.6	15.3	18.7	20.1	21.7	83.1	1,665,749	256,993	158,540	325,814	97,336	346,616	47,355	
• Kalamazoo		77.1	0309	28.0	23.4	18.6	14.5	22.4	29.1	428,682	98,540	74,299	27,625	31,264	201,479	21,262	
SUBURBAN TOTAL		143.5	0574	32.0	10.9	18.7	23.1	21.3	54.0	1,037,067	158,453	84,241	298,189	66,072	145,137	26,093	
LANSING-EAST LANSING		434.8	1,741	29.2	15.8	19.5	19.7	19.0	157.2	3,262,250	521,638	303,918	656,664	210,895	699,378	67,026	
Clinton		58.8	0236	30.9	9.0	17.1	23.6	19.5	19.7	260,936	54,516	17,086	7,000	6,074	71,076	6,011	
Eaton		97.5	0390	31.2	10.1	18.7	22.8	20.1	35.6	776,669	145,005	69,960	177,429	30,107	129,883	23,434	
Ingham		278.5	1,115	28.2	19.3	20.1	17.8	18.5	101.9	2,224,645	322,117	216,872	472,235	174,114	498,419	37,581	
• East Lansing		47.8	0191	23.1	51.8	16.1	10.4	9.7	12.5	256,016	25,779	32,687	78,357	14,511	41,710	2,696	
• Lansing		126.7	0507	29.5	13.2	22.1	17.2	20.7	51.1	1,151,917	158,885	104,954	203,372	125,969	324,784	20,176	
SUBURBAN TOTAL		260.3	1,043	31.0	10.5	18.7	22.6	19.9	93.6	1,854,317	336,974	166,277	374,935	70,415	332,884	44,154	
MUSKEGON		160.0	0641	32.4	10.2	16.5	19.4	26.4	58.0	954,792	179,235	93,824	192,835	46,581	218,555	33,537	
Muskegon		160.0	0641	32.4	10.2	16.5	19.4	26.4	58.0	954,792	179,235	93,824	192,835	46,581	218,555	33,537	
• Muskegon		40.0	0160	31.8	12.5	17.3	14.3	30.2	15.7	316,499	42,975	32,364	46,040	14,948	96,728	14,413	
SUBURBAN TOTAL		120.0	0481	32.6	9.5	16.2	21.1	25.0	42.3	638,293	136,260	61,460	146,795	31,633	121,827	19,124	
SAGINAW-BAY CITY-MIDLAND		408.9	1,637	31.3	10.3	17.2	21.0	22.6	147.0	2,794,485	450,837	247,002	475,864	162,925	693,385	84,713	
Bay		114.2	0457	32.0	10.4	17.0	20.4	24.5	42.0	790,214	123,938	62,721	139,849	31,811	231,942	23,210	
• Bay City		39.4	0158	33.0	11.5	16.4	16.9	29.8	15.7	326,025	55,537	27,231	30,298	14,502	111,555	13,451	
Midland		77.2	0309	31.0	10.1	18.1	22.8	20.0	27.7	332,467	75,968	34,183	25,514	14,816	75,945	17,003	
• Midland		37.4	0150	31.7	11.3	18.0	22.2	21.8	14.1	277,835	61,804	28,285	21,531	13,516	64,498	14,351	
Saginaw		217.5	0871	31.0	10.3	17.0	20.7	22.5	77.3	1,671,804	250,931	150,098	310,501	116,298	385,498	44,500	
• Saginaw		72.4	0290	29.9	11.3	17.7	15.8	25.2	27.3	367,750	78,712	33,164	19,954	17,362	107,034	16,267	
SUBURBAN TOTAL		259.7	1,039	31.4	9.7	17.0	22.9	21.0	89.9	1,822,875	254,784	158,322	404,071	117,545	410,298	40,644	
OTHER COUNTIES																	
Alcona		10.9	0043	42.3	5.4	10.6	19.0	40.9	4.4	41,630	8,120	4,271	2,219	413	13,325	1,736	
Alger		8.8	0035	35.0	7.9	15.3	19.9	30.1	3.1	28,123	15,202	3,594	148	464	849	479	
Allegan		91.0	0365	31.7	9.5	17.2	20.6	23.8	32.1	478,029	127,135	37,077	10,938	11,746	152,884	14,251	
Alpena		31.4	0125	33.5	10.1	14.5	21.3	26.5	11.7	212,519	42,595	18,916	23,645	12,494	39,267	9,412	
Antrim		18.2	0073	35.7	7.9	14.8	19.6	31.4	6.8	79,306	26,264	9,184	732	1,955	6,578	3,621	
Arenac		16.0	0064	34.7	8.5	14.3	18.9	30.7	5.9	87,371	18,295	11,357	1,756	2,824	21,068	1,382	
Benzie		8.3	0033	34.5	7.7	15.3	18.0	31.3	3.1	32,711	11,515	2,340	2,395	485	6,239	1,711	
Barry		50.2	0201	33.0	8.4	16.7	22.5	24.2	17.8	173,645	44,374	17,930	9,990	3,523	40,846	7,136	
Benzie		12.5	0050	35.7	8.4	14.9	20.8	3									

MICH. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Index (\$000)	Furniture/Furnish./Appliance (\$000)	Auto-motive (\$000)	Drug (\$000)
18-24 Years	25-34 Years	35-49 Years	50 & Over												
Gladwin	23.7	.0095	36.3	8.1	13.4	19.5	32.4	9.1	89,046	30,373	6,461	3,290	1,491	23,217	2,689
Gogebic	18.1	.0073	41.7	7.6	12.3	17.2	40.9	7.4	95,070	20,116	8,427	13,630	2,715	20,260	3,051
Grand Traverse	64.6	.0258	31.7	10.5	19.5	20.4	23.2	24.2	776,873	121,276	66,522	132,177	38,560	176,260	10,988
Graziot	39.7	.0159	32.0	11.3	15.3	19.8	25.5	14.1	178,538	43,873	17,181	20,527	2,936	42,674	6,530
Hillsdale	44.5	.0178	33.0	10.4	15.2	20.1	26.9	15.6	205,213	67,049	13,606	7,680	7,303	50,985	6,332
Houghton	37.1	.0149	32.5	19.1	12.9	15.4	31.3	13.3	192,965	45,768	13,997	18,274	8,696	43,246	6,975
Huron	36.4	.0145	35.1	8.4	14.0	18.0	32.2	13.6	197,299	43,977	15,091	15,202	6,108	50,293	7,403
Ionia	57.2	.0229	29.4	14.6	16.6	18.8	21.9	17.9	214,970	48,495	15,516	41,200	6,376	35,339	6,871
Iosco	30.8	.0123	32.9	12.1	15.1	18.4	28.4	11.9	175,212	39,843	19,503	19,163	7,653	33,147	8,534
Iron	13.5	.0054	43.9	6.4	12.2	17.0	43.3	5.6	93,832	45,839	5,415	9,398	2,315	14,884	3,701
Iscobell	56.2	.0225	24.8	27.3	15.9	15.9	17.6	17.8	311,561	57,893	41,755	16,421	10,936	59,530	10,963
Kalamazoo	13.8	.0056	32.1	8.4	16.5	19.3	26.0	5.0	74,180	11,699	7,542	48	841	29,868	1,916
Keweenaw	1.9	.0007	46.6	5.6	12.9	16.2	47.0	.7	6,874	1,263	1,835	26	686	290	9
Lake	9.3	.0037	42.5	5.9	11.4	17.3	41.6	3.9	30,587	10,001	4,151	851	192	3,547	1,668
Leelanau	16.4	.0065	34.7	7.6	17.6	20.9	28.7	6.3	67,184	26,691	10,655	189	1,148	877	1,266
Lenawee	92.5	.0370	32.1	9.8	16.7	20.4	24.8	32.5	514,068	107,998	46,124	86,294	17,965	129,624	15,567
Luce	6.5	.0026	35.4	7.9	15.2	20.3	30.3	2.2	37,619	12,006	2,827	1,575	886	8,143	1,382
MacKinnon	10.6	.0042	35.9	7.8	14.3	19.4	31.8	4.0	76,247	21,756	12,602	773	1,244	5,840	1,447
Manistee	23.0	.0092	36.4	8.5	14.7	19.3	32.6	9.4	126,897	36,224	10,641	9	4,249	25,005	5,806
Marquette	72.3	.0290	29.2	15.7	19.9	18.1	20.4	25.4	450,650	95,810	43,922	54,933	31,276	99,822	12,981
Mason	27.1	.0108	35.7	8.7	15.2	19.6	31.5	10.5	143,349	32,732	15,032	8,120	5,377	22,253	8,424
Macostoma	40.0	.0160	24.9	28.7	13.3	15.3	21.2	12.6	197,305	44,936	18,279	12,054	8,138	43,011	6,381
Menominee	25.9	.0104	34.1	8.9	15.4	18.6	30.0	9.7	81,721	12,577	12,111	12,601	1,474	11,598	2,389
Missaukee	12.0	.0048	33.0	8.7	15.1	19.5	27.5	4.0	53,851	8,653	3,339	5,326	1,074	24,269	2,078
Montcalm	54.6	.0218	33.6	8.9	15.0	20.0	27.9	19.4	284,869	62,859	16,323	55,281	9,072	66,981	6,667
Montmorency	8.5	.0034	39.5	7.6	12.4	17.0	38.3	3.3	33,148	12,891	4,813	374	1,054	885	1,899
Newaygo	40.4	.0161	34.4	8.1	14.4	20.3	28.8	15.1	159,147	45,066	9,713	10,484	4,449	30,547	7,913
Oceana	24.2	.0097	33.4	8.4	14.8	20.4	27.3	8.7	97,665	37,605	6,683	2,145	883	17,057	2,320
Ogemaw	10.3	.0077	36.6	8.0	13.4	19.2	33.1	7.3	101,398	26,610	12,288	9,285	2,150	12,833	3,931
Ontonagon	9.1	.0036	37.5	6.1	13.5	21.6	32.1	3.5	47,955	10,677	3,966	1,206	534	15,348	1,479
Oshtemo	21.2	.0085	33.8	8.3	14.9	19.9	28.3	7.8	71,081	25,750	5,295	881	637	14,822	3,039
Oshtemo	7.7	.0031	39.2	7.3	11.9	19.6	36.4	3.1	28,798	9,944	2,797	261	219	1,053	1,309
Oscoda	17.5	.0070	32.5	8.5	16.1	21.0	24.9	6.2	137,761	16,815	13,851	12,678	3,803	39,479	5,357
Presque Isle	14.5	.0058	36.3	8.0	13.6	19.1	32.6	5.5	65,304	18,995	3,833	2,017	3,598	17,279	2,367
Roscommon	21.0	.0084	42.3	7.2	11.9	17.5	41.8	8.9	153,183	37,711	18,809	10,555	4,182	32,745	5,422
St. Joseph	61.1	.0245	32.9	9.2	16.6	20.1	26.4	22.8	291,929	65,090	27,763	24,366	10,226	69,838	8,752
Sanilac	42.5	.0170	34.1	8.7	14.5	18.9	29.8	15.6	206,893	54,978	10,708	8,944	7,203	56,941	8,391
Schoolcraft	8.2	.0033	36.0	7.8	14.3	18.5	32.9	2.9	48,352	13,288	4,746	1,037	1,192	9,058	3,042
Shiawassee	71.8	.0287	31.0	9.3	17.2	21.7	21.4	24.8	376,691	80,448	29,475	27,747	13,198	107,452	13,049
Tuscola	57.6	.0231	31.5	9.2	16.7	21.3	22.9	19.3	218,690	66,608	13,189	9,926	4,717	56,176	10,783
Van Buren	72.0	.0288	32.9	8.6	16.3	20.2	26.4	26.5	337,307	93,412	29,161	15,847	6,157	98,961	9,167
Wexford	28.1	.0113	34.0	8.7	15.4	19.7	28.7	10.7	235,766	54,227	19,485	13,328	11,573	53,881	8,772
TOTAL METRO COUNTIES	7,448.0	2.9815	31.8	11.1	17.9	20.7	23.5	2,752.4	54,693,389	8,848,551	5,129,726	8,383,657	3,124,719	13,481,073	1,809,192
TOTAL STATE	9,345.3	3.7405	32.0	11.0	17.4	20.5	24.3	3,440.6	64,943,130	11,299,161	6,053,528	9,282,489	3,484,807	15,824,352	2,142,631

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
ANN ARBOR	3,881,740	28,597	19.6	26.3	19.3	20.2	1.211
Washtenaw	3,881,740	28,597	19.6	26.3	19.3	20.2	1.211
• Ann Arbor	1,583,786	25,377	23.0	25.1	15.9	19.4	0.546
SUBURBAN TOTAL	2,297,954	30,834	17.2	27.1	21.7	20.8	0.665
BATTLE CREEK	1,909,399	28,031	19.8	25.8	18.5	19.7	0.581
Calhoun	1,909,399	28,031	19.8	25.8	18.5	19.7	0.581
• Battle Creek	685,710	22,312	22.7	24.7	14.5	15.0	0.227
SUBURBAN TOTAL	1,223,689	32,172	17.6	26.8	21.3	23.1	0.354
BENTON HARBOR	1,922,664	23,101	23.6	27.6	17.1	11.6	0.618
Berrien	1,922,664	23,101	23.6	27.6	17.1	11.6	0.618
• Benton Harbor	96,240	13,750	29.7	20.1	8.6	4.7	0.071
SUBURBAN TOTAL	1,826,424	24,028	23.2	28.3	17.8	12.1	0.547

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
DETROIT	61,228,315	29,663	17.3	25.6	19.8	21.1	1.8386
Lapeer	884,379	29,938	17.6	29.1	22.4	17.4	0.0271
Livingston	1,659,923	36,021	14.1	24.8	24.5	27.3	0.0439
Macomb	8,820,176	28,862	17.9	31.9	23.1	14.2	0.3017
Roseville	561,556	25,309	20.7	35.9	18.4	9.1	0.2446
St. Clair Shores	955,736	25,180	18.2	31.1	21.6	15.7	0.0284
Sterling Heights	1,467,148	32,938	13.7	33.1	29.7	15.6	0.0538
Warren	1,846,422	28,500	18.3	31.1	22.9	14.6	0.0639
Monroe	2,191,682	39,348	14.2	19.9	22.5	34.3	0.0544
Oakland	19,549,626	38,084	13.3	22.6	20.5	34.1	0.5724
Farmington Hills	1,464,654	45,994	9.8	18.8	20.1	44.7	0.0397
• Pontiac	842,284	24,590	18.7	25.5	16.8	15.9	0.0268

METRO & COUNTY TOTALS

MICH. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Royal Oak	1,189,562	34,865	16.1	24.6	22.0	27.8	0335
Southfield	1,585,291	39,611	13.6	21.6	19.3	37.1	0573
Troy	1,385,905	46,765	8.4	17.9	22.7	44.7	0510
St. Clair	1,767,497	26,826	19.7	27.8	19.9	15.2	0523
• Port Huron	406,980	21,523	22.6	26.1	15.6	11.3	0163
Wayne	26,355,032	25,550	19.2	25.0	18.0	16.3	7868
• Dearborn	1,336,753	29,956	19.3	23.6	19.9	22.3	0511
• Dearborn Heights	912,979	34,137	14.9	26.9	23.8	24.6	0239
• Detroit	11,025,004	19,394	22.6	24.1	13.8	10.8	3108
• Lincoln Park	565,200	28,983	19.3	30.1	22.4	15.3	0178
• Livonia	1,566,747	40,467	9.9	23.3	27.9	32.3	0540
• Taylor	855,579	30,421	16.1	29.7	25.1	15.5	0316
• Westland	1,093,742	31,469	15.1	31.2	24.3	17.6	0358
SUBURBAN TOTAL	47,617,294	33,372	15.2	26.1	22.1	25.0	14336
DETROIT-ANN ARBOR CONSOLIDATED							
AREA	65,110,055	29,605	17.4	25.5	19.8	21.1	19597
FLINT							
Genesee	4,970,985	25,627	19.4	29.4	20.0	12.1	1678
• Flint	1,481,874	21,001	22.0	27.9	15.3	8.7	0575
SUBURBAN TOTAL	3,489,111	27,898	18.0	30.1	22.5	13.8	1103
GRAND RAPIDS							
Kent	6,522,324	27,930	20.2	28.4	19.3	17.1	2133
• Grand Rapids	2,316,320	23,401	23.8	27.4	16.1	13.2	0761
• Wyoming	843,388	27,963	19.9	32.8	20.9	14.0	0296
Ottawa	2,512,717	32,861	16.1	28.6	23.2	22.5	0726
• Holland	434,781	27,985	22.2	27.1	20.3	17.9	0167
SUBURBAN TOTAL	6,283,940	31,749	16.9	28.9	22.4	20.9	1929
JACKSON							
Jackson	1,752,441	26,795	20.4	29.2	19.2	15.1	0549
• Jackson	418,958	21,233	23.6	27.9	13.9	10.8	0156
SUBURBAN TOTAL	1,333,483	29,173	19.1	29.9	21.3	16.8	0393
KALAMAZOO							
Kalamazoo	3,152,531	29,184	19.7	26.2	19.5	20.4	0945
• Kalamazoo	991,146	22,869	23.7	26.1	15.0	14.6	0322
SUBURBAN TOTAL	2,161,385	32,545	17.6	26.3	21.9	23.5	0623
LANSING-EAST LANSING							
Clinton	5,668,445	28,166	19.9	28.0	19.9	17.8	1779
Eaton	692,054	29,680	17.2	32.1	23.2	15.6	0199
Ingham	1,211,545	28,344	19.2	31.0	22.1	14.6	0397
• East Lansing	3,764,846	27,727	20.7	26.3	18.4	19.3	1183
• Lansing	537,413	22,323	25.7	19.6	13.6	21.4	0165
SUBURBAN TOTAL	1,699,944	26,474	21.3	27.7	18.8	15.8	0561
MUSKEGON							
Muskegon	3,431,088	29,543	18.4	29.4	21.3	18.4	1053
• Muskegon	1,808,394	24,430	22.9	28.7	17.6	12.9	0570
SUBURBAN TOTAL	405,390	18,656	27.3	26.6	12.2	7.9	0149
SAGINAW-BAY CITY-MIDLAND							
Bay	1,403,004	26,783	21.3	29.5	19.5	14.7	0421
• Bay City	4,860,751	26,487	18.9	28.1	19.5	14.8	1555
• Midland	1,313,132	25,762	19.6	28.7	19.1	12.4	0429
• Saginaw	431,483	20,869	21.8	27.0	15.5	9.1	0154
• Midland	1,198,870	35,291	15.2	22.3	21.8	28.7	0302
• Saginaw	675,545	38,406	14.1	19.8	21.1	34.2	0181
SUBURBAN TOTAL	2,348,749	24,915	19.9	29.9	18.8	11.2	0824
• Saginaw	672,809	18,428	22.6	27.0	12.8	7.1	0224
SUBURBAN TOTAL	3,080,914	28,603	17.9	30.1	21.9	15.1	0996
OTHER COUNTIES							
Alcona	108,807	17,687	32.2	25.7	10.8	7.2	0031
Alcona	88,468	23,317	23.8	30.0	16.5	9.6	0026
Alcona	1,162,320	28,940	19.8	27.8	21.3	17.8	0333
Alcona	341,242	23,044	23.1	29.4	15.9	10.7	0114

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Antrim	153,157	16,933	31.5	27.7	9.6	4.1	0052
Arenac	128,714	15,913	31.3	25.7	9.6	4.1	0048
Baraga	75,478	17,397	28.0	26.6	12.0	5.6	0023
Barry	549,360	25,180	22.7	31.9	18.2	10.7	0154
Benzie	134,682	21,838	26.9	29.5	14.8	10.2	0040
Branch	443,198	22,602	25.9	30.8	16.0	9.2	0131
Cass	590,478	24,841	23.2	29.9	18.1	12.4	0159
Charlevoix	205,676	17,664	29.2	26.4	12.2	5.3	0070
Chuboygan	194,374	17,298	30.8	28.0	10.6	4.1	0074
Chippewa	248,238	16,833	29.3	26.4	10.6	4.9	0100
Clare	245,861	15,711	32.9	23.1	10.2	6.1	0087
Crawford	121,016	20,827	30.7	23.4	15.5	12.8	0039
Delta	414,302	23,487	22.8	27.7	17.5	11.3	0138
Dickinson	242,506	17,431	26.7	28.8	10.7	4.3	0093
Emmet	256,980	19,616	26.7	28.0	13.2	8.0	0105
Gladwin	253,284	19,856	28.6	23.5	15.7	10.4	0074
Gogebic	154,612	14,986	34.1	24.9	7.7	3.1	0054
Grand Traverse	707,188	22,129	25.8	30.0	15.8	9.5	0296
Grafton	531,818	28,879	20.1	24.7	19.6	21.0	0143
Hillsdale	418,101	20,487	27.2	30.2	13.4	7.5	0135
Houghton	330,222	17,125	30.4	26.3	10.1	6.2	0114
Huron	363,243	19,885	27.9	28.2	13.4	8.0	0119
Ionia	628,267	28,063	20.0	27.5	20.5	17.0	0179
Iscia	284,612	16,643	34.7	26.0	10.2	5.1	0097
Iron	122,780	15,550	29.2	24.6	11.1	3.8	0046
Isabella	644,652	25,350	23.7	27.6	15.8	17.9	0198
Kalamazoo	117,281	17,769	29.9	27.7	11.8	4.7	0042
Keweenaw	14,671	15,200	32.9	22.3	8.9	4.3	0004
Lake	64,528	11,619	31.1	18.0	5.7	1.9	0024
Leelanau	183,996	22,121	26.5	31.5	13.4	10.2	0052
Lenawee	1,040,301	25,633	22.2	31.0	20.1	11.4	0323
Luce	58,454	19,667	29.4	28.2	14.2	6.6	0021
Macata	86,331	16,650	32.3	28.5	9.2	3.0	0034
Manistee	228,725	18,591	27.2	29.6	11.0	5.9	0074
Marquette	748,877	23,053	24.9	30.2	17.3	8.4	0250
Mason	278,030	20,294	26.7	30.3	13.4	6.9	0090
Mecosta	315,442	16,764	31.2	25.2	10.9	5.4	0115
Menominee	218,320	18,018	29.6	30.6	9.7	3.7	0068
Missaukee	86,681	16,218	33.9	26.9	8.7	3.3	0031
Montcalm	566,188	22,551	24.4	29.3	16.3	10.3	0180
Montmorency	73,109	15,718	32.8	24.2	8.9	5.1	0023
Newaygo	376,172	18,950	27.5	28.4	13.0	6.2	0117
Oceana	272,113	23,660	23.5	28.4	16.7	12.7	0079
Ogemaw	154,614	14,393	31.2	22.6	8.8	4.6	0056
Ontonagon	72,494	15,590	29.2	28.2	8.3	2.4	0026
Osceola	233,389	22,812	25.4	28.7	15.8	11.9	0066
Oshtemo	55,561	12,958	33.5	22.8	4.6	2.3	0020
Oscoda	199,389	24,309	25.9	31.3	16.5	13.0	0069
Presque Isle	111,983	14,458	26.2	25.7	7.4	4.1	0040
Roscommon	201,334	16,014	34.0	23.2	9.5	6.0	0073
St. Joseph	788,281	26,832	22.8	29.1	18.5	17.0	0219
Sanilac	401,252	19,247	29.3	28.5	12.8	6.7	0131
Schoolcraft	86,046	22,068	26.8	25.8	17.4	11.1	0099
Shiawassee	841,362	28,434	19.4	29.7	21.3	15.0	0250
Tuscola	613,352	25,808	22.2	28.8	19.9	12.6	0178
Van Buren	672,684	19,620	26.5	28.9	14.1	6.2	0218
Wexford	262,042	17,843	31.4	27.2	10.4	6.5	0104
TOTAL METRO COUNTIES	100,190,706	28,678	18.4	26.4	19.7	19.3	3.0731
TOTAL STATE	119,757,344	27,093	19.8	26.9	18.8	17.3	3.7009

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Minnesota

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA		Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over									
DULUTH		245.0	.0980	33.4	11.5	16.6	18.3	29.1	94.3	1,553,325	309,572	134,614	228,772	53,669	320,121	46,803	
St. Louis		202.9	.0812	33.4	11.6	16.8	18.3	28.9	77.7	1,278,296	260,532	102,218	193,821	48,811	257,414	38,172	
• Duluth		81.7	.0327	33.6	14.0	16.5	16.9	30.7	32.4	704,703	131,078	64,275	147,856	32,568	114,466	25,266	
Douglas, Wisc.		42.1	.0168	33.5	11.2	16.4	17.9	29.7	16.6	275,029	49,020	32,396	34,951	4,858	62,707	8,631	
• Superior		27.1	.0108	33.3	12.9	16.5	16.4	31.1	11.3	241,388	42,932	26,678	34,304	4,062	57,673	8,462	
SUBURBAN TOTAL		136.2	.0545	33.5	9.8	16.7	19.4	27.7	50.6	607,234	135,562	43,661	46,612	17,039	147,982	13,075	
FARGO-MOORHEAD		152.1	.0609	29.7	17.1	19.1	18.0	21.9	57.4	1,274,516	217,079	130,129	192,776	51,181	280,951	28,085	
Clay		48.9	.0196	28.8	20.4	15.5	17.6	22.7	17.2	272,054	58,086	25,941	23,075	23,889	42,547	10,659	
• Moorhead		29.0	.0116	26.4	28.0	15.0	15.5	21.5	10.1	213,273	50,674	18,865	18,625	21,555	35,986	9,976	
Cass, N. D.		103.2	.0413	30.0	15.6	20.9	18.1	21.4	40.2	1,002,462	158,993	104,188	169,701	27,292	238,404	17,426	
• Fargo		71.8	.0287	29.8	18.6	21.1	17.0	22.0	29.0	945,519	144,078	96,199	169,614	26,633	236,408	16,155	
SUBURBAN TOTAL		51.3	.0206	30.9	9.1	18.8	20.6	21.7	18.3	115,724	22,327	15,065	4,537	2,993	8,557	1,954	
MINNEAPOLIS-ST. PAUL		2,402.8	.9618	31.6	11.0	19.8	21.4	21.9	918.7	19,998,198	3,378,896	2,043,817	2,839,909	978,286	4,401,706	415,719	
Anoka		241.0	.0965	28.9	10.1	20.2	24.4	13.3	80.5	1,624,794	313,059	144,135	261,962	85,160	343,028	29,417	
Carver		46.5	.0187	30.6	10.7	18.1	21.6	20.4	16.1	180,824	44,271	31,202	2,456	4,367	30,220	4,273	
Chisago		30.5	.0122	32.4	8.2	16.1	21.3	24.4	10.1	146,690	42,694	12,992	792	1,564	34,084	2,676	
Dakota		257.6	.1031	29.9	9.6	20.0	24.0	15.9	91.2	2,063,210	402,103	176,522	339,720	115,744	405,982	37,837	
Hennepin		1,001.2	.4007	32.9	11.5	20.6	20.7	24.9	416.0	9,784,828	1,425,258	1,065,069	1,502,734	540,191	2,062,447	204,796	
• Bloomington		88.8	.0355	33.5	11.8	17.5	26.2	21.2	33.5	959,001	78,340	136,648	125,474	30,722	352,475	20,384	
Brooklyn Park		56.2	.0225	27.6	13.1	25.6	21.7	9.4	21.1	410,365	103,003	26,194	61,197	8,346	78,408	10,151	
Edina		47.9	.0192	41.1	7.2	12.2	25.0	35.4	20.0	851,966	73,038	42,057	246,404	124,823	33,885	8,145	
• Minneapolis		355.0	.1421	33.2	14.0	22.9	14.9	31.0	166.8	2,614,056	463,611	421,216	316,144	156,312	318,685	71,545	
St. Louis Park		43.5	.0174	35.5	10.7	20.5	19.3	31.3	19.1	467,524	64,649	48,183	78,607	22,238	104,675	13,694	
Isanti		27.4	.0110	31.4	8.4	17.1	22.0	21.8	9.4	123,170	32,772	9,213	10,302	3,056	27,742	1,694	
Ramsey		479.7	.1920	32.2	12.6	18.9	19.0	25.7	190.3	4,360,481	757,564	431,596	638,950	188,761	1,087,111	93,794	
• St. Paul		269.7	.1079	32.8	13.0	19.3	16.0	29.8	113.7	1,973,696	364,824	244,531	318,898	69,022	350,854	49,621	
Scott		55.4	.0221	29.8	9.4	18.4	22.8	17.7	17.9	274,454	49,453	31,669	15,277	5,942	70,102	6,209	
Washington		141.8	.0568	30.3	8.7	19.5	25.1	15.6	47.1	764,973	179,734	86,113	29,621	19,332	140,651	21,689	
Wright		71.7	.0287	30.2	8.9	17.3	20.5	21.2	22.6	384,898	72,188	29,150	11,016	8,144	117,020	9,721	
St. Croix, Wisc.		50.0	.0200	31.1	9.8	17.6	21.0	22.2	17.5	289,876	59,800	26,156	27,079	6,025	83,319	3,613	
SUBURBAN TOTAL		1,689.3	.6763	31.0	9.9	19.3	23.5	18.8	604.7	14,451,445	2,472,121	1,241,422	2,079,393	722,230	3,379,692	274,169	
ROCHESTER		101.9	.0408	31.4	11.2	18.8	22.4	20.9	38.6	980,754	168,586	81,207	171,244	42,651	245,750	18,796	
Olmsted		101.9	.0408	31.4	11.2	18.8	22.4	20.9	38.6	980,754	168,586	81,207	171,244	42,651	245,750	18,796	
• Rochester		61.9	.0248	31.7	12.7	20.2	20.7	22.5	25.1	935,720	161,505	77,424	171,433	42,036	240,020	17,520	
SUBURBAN TOTAL		40.0	.0160	31.0	8.9	17.1	25.0	18.2	13.5	45,034	7,081	3,783	101	615	5,730	1,276	
ST. CLOUD		185.7	.0743	28.4	15.1	16.7	18.0	21.0	59.5	2,330,430	229,269	102,894	623,286	55,538	270,233	64,274	
Benton		29.2	.0117	29.7	11.3	18.6	17.5	22.6	10.2	96,080	23,506	9,748	11,974	1,135	6,740	2,359	
Sherburne		38.2	.0153	29.0	10.6	19.1	20.7	17.9	12.0	199,444	48,893	11,006	11,181	3,281	66,145	9,478	
Stearns		118.3	.0473	27.8	17.5	15.5	17.2	21.6	37.3	2,035,106	156,870	82,140	600,133	51,122	197,468	52,437	
• St. Cloud		44.9	.0180	27.5	25.6	16.6	14.4	23.1	15.5	1,718,001	50,884	58,128	602,205	47,616	144,555	12,713	
SUBURBAN TOTAL		140.8	.0563	28.7	11.7	16.6	19.1	20.4	44.0	612,629	178,385	44,766	21,083	7,922	125,778	51,561	
OTHER COUNTIES																	
Aitkin		14.2	.0056	39.3	6.8	12.9	18.1	37.6	5.4	53,514	9,759	6,303	1,336	391	14,391	2,169	
Becker		31.5	.0126	33.6	8.7	14.7	18.9	29.2	11.4	165,164	34,229	12,586	12,885	6,839	40,449	4,359	
Beltrami		34.9	.0140	29.6	15.9	15.9	18.1	23.4	12.0	252,492	49,643	23,134	22,081	8,385	55,238	5,329	
Big Stone		7.3	.0029	39.7	7.4	12.6	17.9	37.8	2.8	32,957	6,625	3,086	2,153	2,598	3,000	1,726	
Blue Earth		52.1	.0208	29.7	19.2	17.0	16.4	24.6	18.8	487,032	121,190	41,792	55,132	15,574	83,852	14,168	
Brown		27.6	.0111	34.3	10.4	14.4	18.0	31.0	10.2	149,513	45,186	13,622	11,889	4,888	23,826	3,661	
Carlton		30.6	.0122	33.9	8.3	15.7	20.4	27.8	10.8	160,961	37,056	16,620	7,520	2,145	30,633	5,597	
Cass		22.1	.0088	38.7	6.3	12.7	19.1	36.2	8.2	105,167	21,878	10,373	649	1,666	27,610	1,843	
Chippewa		13.8	.0055	36.7	8.0	14.4	17.9	34.4	5.4	83,947	13,676	5,985	6,433	2,557	22,513	2,600	
Clearwater		8.8	.0035	36.0	7.7	12.3	19.4	32.0	3.1	27,003	9,841	1,522	282	212	2,777	2,767	
Cook		4.1	.0017	36.5	7.6	17.3	21.9	30.5	1.8	29,251	6,185	4,914	598	174	809	1,436	
Cottonwood		13.6	.0054	37.2	7.4	13.9	18.0	34.8	5.2	54,569	9,969	4,182	4,070	1,423	13,613	2,300	
Crow Wing		47.9	.0192	35.7	8.2	14.7	19.3	31.7	18.3	410,106	71,404	37,971	89,755	8,415	87,995	8,662	
Dodge		15.9	.0064	32.4	8.5	16.3	19.8	26.0	5.4	43,360	11,552	3,778	1,347	487	5,956	812	
Douglas		30.5	.0122	34.9	10.4	14.2	18.4	31.4	11.6	219,082	46,422	20,012	22,614	10,412	40,990	8,493	
Faribault		17.7	.0070	38.0	8.1	13.4	18.4	35.5	7.1	63,204	13,423	4,080	3,087	1,520	15,850	2,947	
Fillmore		20.8	.0084	37.6	7.4	13.4	18.2	35.1	7.7	86,963	19,791	4,890	1,040	2,785	24,766	2,510	
Freeborn		34.4	.0137	35.9	8.6	14.7	19.8	31.5	13.4	241,958	46,124	17,750	26,029	8,577	68,141	6,264	
Goodhue		40.8	.0164	34.8	8.3	15.4	19.6	30.2	15.0	239,506	61,775	20,677	13,095	5,388	45,859	11,669	
Grant		6.8	.0027	40.2	6.8	12.6	17.9	38.8	2.5	28,023	5,075	1,472	57	182	10,651	1,597	
Houston		19.4	.0078	34.1	8.6	15.5	18.7	29.9	6.5	49,606	12,530	3,696	282	1,005	8,157	1,094	
Hubbard		16.1	.0064	36.5	7.0	13.8	20.0	32.3	5.9	87,562	23,151	5,685	1,				

METRO & COUNTY TOTALS

MINN. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Lincoln	7.4	.0029	38.4	7.0	11.9	18.3	36.2	2.7	24,508	5,496	2,218	311	334	4,473	1,262	
Lyon	25.4	.0102	31.8	13.7	14.9	17.5	27.7	9.1	167,782	39,604	15,019	14,731	4,690	36,651	3,505	
McLeod	32.3	.0129	33.6	8.8	16.0	19.5	28.3	11.8	238,813	81,089	18,333	17,888	4,949	51,432	4,802	
Mahnomen	5.3	.0022	33.8	7.5	12.0	18.2	30.3	1.7	19,107	5,019	1,405	770	214	4,339	2,174	
Marshall	12.2	.0048	34.7	7.4	14.2	18.5	31.1	4.5	46,475	9,709	3,934	295	397	19,592	980	
Martin	23.5	.0095	36.1	8.8	15.0	18.3	33.0	9.3	115,627	28,213	9,008	16,339	3,899	22,880	3,992	
Meeker	21.8	.0087	35.0	7.9	14.5	18.1	32.0	8.0	85,518	15,681	6,782	4,364	2,401	22,708	2,429	
Millie Lacs	19.2	.0077	35.1	8.1	13.9	19.0	31.3	7.1	76,204	26,793	6,560	2,355	2,677	4,581	2,987	
Morrison	31.3	.0125	32.6	8.3	13.7	18.0	28.7	10.6	124,238	29,451	11,771	5,504	2,988	24,299	5,331	
Mower	37.8	.0151	37.3	8.6	13.7	18.2	34.6	14.8	197,204	47,566	16,670	21,095	9,935	39,112	5,928	
Murray	10.4	.0042	35.7	7.6	13.8	17.4	33.4	3.9	31,549	8,586	3,392	1,099	903	5,138	5,505	
Nicollet	29.3	.0117	30.1	16.1	17.0	18.7	22.9	9.8	101,279	16,437	14,233	157	2,116	33,261	948	
Nobles	20.1	.0081	35.4	9.4	13.9	18.8	31.7	7.6	117,052	23,073	10,714	15,185	5,348	20,235	5,364	
Norman	8.4	.0033	39.6	6.6	12.3	17.7	38.0	3.1	30,769	7,199	1,423	199	490	11,326	1,333	
Otter Tail	53.8	.0215	37.6	8.2	13.6	18.9	34.6	20.0	270,314	60,155	19,688	30,546	7,266	66,209	7,384	
Pennington	14.5	.0058	32.6	11.0	16.0	18.5	27.7	5.6	80,532	20,014	10,041	13,586	2,689	12,088	2,969	
Pine	21.8	.0088	35.0	8.2	14.4	19.5	30.5	7.6	111,412	19,331	20,119	2,879	2,822	33,491	1,904	
Pipestone	10.7	.0043	37.3	9.1	12.7	17.3	35.4	4.3	48,533	10,767	4,750	4,216	2,075	12,350	1,936	
Polk	33.6	.0134	34.1	10.4	14.3	17.9	30.9	12.5	144,999	49,850	12,520	5,060	4,677	27,456	6,404	
Pope	11.7	.0047	38.4	7.5	13.1	17.6	36.6	4.7	44,967	11,291	4,892	1,807	724	11,347	1,589	
Red Lake	5.1	.0020	33.8	8.8	12.9	18.4	30.0	1.8	13,381	1,781	1,255	299	327	6,337	562	
Redwood	17.7	.0071	36.6	7.9	13.5	18.0	34.1	6.5	73,391	17,352	6,106	5,045	1,815	21,597	2,332	
Renville	18.9	.0076	36.7	8.3	13.4	17.5	34.6	7.1	63,705	15,564	4,366	1,165	703	16,748	2,102	
Rice	49.6	.0198	30.5	15.7	15.2	19.3	23.8	16.6	274,518	50,724	34,071	13,217	8,912	77,374	8,079	
Rock	10.3	.0042	35.4	8.3	14.0	17.7	32.7	3.8	34,819	8,228	4,427	3,003	843	6,985	1,716	
Roseau	14.5	.0058	34.0	8.6	14.4	18.6	30.0	5.1	69,502	17,725	4,497	2,898	1,215	21,398	2,881	
Sibley	14.8	.0060	36.3	8.2	13.2	19.4	32.4	5.4	37,067	10,565	3,102	984	926	9,625	2,151	
Steele	31.1	.0125	32.5	10.3	16.7	19.1	26.7	11.3	202,782	40,998	13,804	19,793	7,199	50,823	5,379	
Stevens	10.6	.0042	30.9	17.9	13.5	16.2	28.3	3.6	60,379	13,732	5,144	221	1,907	16,707	7,394	
Swift	11.9	.0048	36.4	8.1	13.2	17.0	34.7	4.5	38,991	10,991	2,654	2,966	915	6,901	2,666	
Todd	26.4	.0105	34.4	8.0	13.6	18.4	30.7	9.5	72,286	17,606	6,517	1,614	1,676	19,077	2,839	
Traverse	4.9	.0020	41.0	6.9	11.1	18.7	38.6	1.6	17,593	4,179	1,444	186	587	3,826	1,998	
Wabasha	20.3	.0081	34.1	8.3	15.5	18.2	30.4	7.6	87,169	19,378	5,835	1,338	1,424	20,685	3,292	
Wadena	13.8	.0055	35.3	8.3	12.7	18.9	31.7	5.0	82,692	18,875	4,927	8,422	1,854	11,366	3,119	
Waseca	18.7	.0075	32.3	10.8	16.2	17.3	28.4	6.8	78,861	15,812	6,276	495	1,791	18,663	7,780	
Watsonwan	11.6	.0046	37.5	8.4	13.8	18.9	34.4	4.7	42,247	10,050	3,528	2,374	1,341	13,320	1,737	
Wilkin	8.0	.0032	35.0	9.3	13.7	18.4	31.6	2.8	31,065	4,656	4,901	123	183	8,084	1,809	
Winona	46.5	.0186	31.1	16.8	15.3	17.3	26.8	16.3	253,031	57,966	25,953	30,732	6,157	53,442	4,888	
Yellow Medicine	12.2	.0049	37.3	9.9	12.5	18.0	35.0	4.5	50,601	11,428	2,653	1,748	2,257	12,897	2,721	
TOTAL METRO COUNTIES	2,892.2	1.1577	31.5	11.5	19.3	20.9	22.4	1,094.2	24,570,056	4,035,589	2,329,921	3,824,258	1,143,150	5,134,431	544,007	
TOTAL STATE	4,360.1	1.7451	32.3	11.0	17.7	20.2	25.0	1,632.3	32,208,001	5,743,273	3,001,377	4,438,188	1,360,817	6,855,803	822,030	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hld. EBI	% of Hlds. by EBI Group:					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over		
			A	B	C	D		
DULUTH	2,947,584	25,088	21.3	27.8	19.3	11.9	.0914	
St. Louis	2,473,902	25,815	20.6	27.7	19.9	12.4	.0761	
• Duluth	1,000,933	22,703	23.8	26.6	16.6	11.9	.0340	
Douglas, Wisc.	473,682	22,249	24.3	28.6	16.3	9.7	.0153	
• Superior	321,214	21,387	24.9	26.7	15.7	10.3	.0113	
SUBURBAN TOTAL	1,625,437	27,715	18.9	28.8	21.8	12.3	.0461	
FARGO-MOORHEAD	1,753,653	23,098	24.1	30.1	16.4	10.3	.0613	
Clay	516,068	22,578	24.3	30.4	15.5	10.1	.0166	
• Moorhead	311,413	22,329	24.7	29.5	15.4	10.5	.0108	
Cass, N. D.	1,237,585	23,326	24.0	29.9	16.8	10.4	.0447	
• Fargo	888,067	22,636	24.5	28.8	16.4	10.2	.0357	
SUBURBAN TOTAL	554,173	24,163	23.0	32.5	17.1	10.2	.0148	
MINNEAPOLIS-ST. PAUL	37,405,475	32,462	17.1	25.5	21.3	34.3	1.1099	

METRO AREA County City	Total EBI (\$000)	Median Hld. EBI	% of Hlds. by EBI Group:					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over		
			A	B	C	D		
Anoka	3,175,495	34,210	13.1	31.2	28.8	19.2	.0958	
Carver	673,325	33,158	15.5	26.5	21.2	25.7	.0173	
Chicago	316,987	26,309	20.4	31.2	20.5	10.5	.0098	
Dakota	4,161,661	38,264	13.4	23.4	24.6	31.4	.1199	
Hennepin	17,077,106	31,653	18.0	24.4	19.5	25.1	.5105	
• Bloomington	1,649,942	40,970	10.9	23.6	23.3	37.0	.0489	
Brooklyn Park	851,132	35,384	13.5	27.6	28.1	22.7	.0246	
Edina	1,199,360	46,138	12.4	19.5	16.4	45.7	.0369	
• Minneapolis	5,380,134	22,989	23.7	25.8	15.2	15.0	.1558	
St. Louis Park	818,836	33,568	17.5	26.1	21.0	26.5	.0241	
Isanti	283,844	24,685	22.3	32.6	18.1	9.9	.0086	
Ramsey	7,201,115	29,332	19.5	26.4	19.4	20.9	.2239	
• St. Paul	3,818,956	24,899	22.7	26.9	16.9	15.8	.1141	

MINN. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Scott	667,840	31,104	17.7	29.8	23.8	17.6	.0194
Washington	2,450,288	44,303	9.9	18.1	24.6	41.2	.0620
Wright	760,295	27,501	19.6	31.8	20.4	13.9	.0239
St. Croix, Wis.	637,519	29,888	18.2	28.1	21.8	18.1	.0188
SUBURBAN TOTAL	26,556,443	35,723	14.5	25.4	23.5	27.8	.7911
ROCHESTER	1,532,601	32,037	17.9	26.2	21.9	22.8	.0485
Olmsted	1,532,601	32,037	17.9	26.2	21.9	22.8	.0485
• Rochester	985,125	31,447	18.5	25.5	21.7	22.3	.0362
SUBURBAN TOTAL	547,476	32,822	16.4	27.7	22.2	23.6	.0123
ST. CLOUD	1,883,008	24,316	23.1	31.1	17.0	11.5	.0841
Benton	31,002	24,123	22.5	30.8	17.4	11.0	.0087
Sherburne	422,579	29,201	17.6	31.9	22.8	14.8	.0129
Stearns	1,150,427	22,784	25.0	31.0	15.0	10.6	.0625
• St. Cloud	477,323	22,032	25.2	29.0	15.5	9.9	.0408
SUBURBAN TOTAL	1,405,685	25,167	22.4	31.8	17.5	12.1	.0433
OTHER COUNTIES							
Aitkin	97,391	13,408	32.7	23.1	6.0	1.7	.0035
Becker	256,037	16,314	31.9	25.7	8.5	5.4	.0093
Beltrami	326,212	18,920	27.0	25.9	12.4	9.1	.0122
Big Stone	71,574	19,000	27.9	29.0	10.4	8.2	.0022
Blue Earth	561,338	21,832	26.7	29.7	14.8	9.6	.0212
Brown	285,309	21,500	25.2	31.4	13.7	8.5	.0092
Carlton	337,416	25,664	21.0	29.8	18.8	12.6	.0103
Cass	176,382	15,522	32.3	24.6	8.5	4.2	.0061
Chippewa	147,910	20,371	26.8	28.6	13.1	9.1	.0049
Clearwater	55,971	12,640	29.6	22.2	6.2	2.2	.0019
Coak	43,249	18,060	27.8	26.3	13.2	5.4	.0015
Cottonwood	124,014	17,444	30.4	26.6	9.4	6.9	.0040
Crow Wing	456,272	18,449	27.6	27.8	11.8	6.8	.0179
Dodge	159,964	24,106	22.1	32.4	17.0	10.1	.0044
Douglas	282,671	18,087	28.5	28.3	10.8	6.0	.0106
Fairbault	168,950	17,787	30.5	27.8	10.4	5.5	.0051
Fillmore	172,347	16,612	29.6	27.0	8.9	4.9	.0058
Freeborn	352,785	20,891	25.5	31.3	14.2	6.5	.0123
Goodhue	490,835	25,902	21.5	28.7	18.9	13.9	.0149
Grant	71,763	20,522	27.7	27.9	12.3	10.8	.0020
Houston	178,083	21,384	25.7	30.6	14.4	8.3	.0051
Hubbard	141,154	17,261	30.9	26.3	10.1	6.2	.0049
Itasca	419,572	21,136	24.4	32.6	13.9	6.0	.0140
Jackson	120,457	19,980	27.0	29.5	12.3	3.2	.0041
Kanabec	123,458	19,421	27.9	28.5	12.9	7.1	.0041
Kandiyohi	407,974	20,565	27.8	29.5	12.9	8.9	.0135
Kittson	59,679	18,547	28.0	27.7	11.9	6.8	.0020
Koochiching	158,252	22,932	22.2	30.5	16.8	8.4	.0051
Lac qui Parle	78,886	15,670	30.9	25.3	8.4	4.3	.0025

METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Lake	112,420	22,500	24.6	38.9	11.2	7.4	.0038
Lake of the Woods	28,146	14,327	34.8	26.0	4.7	2.0	.0010
Le Sueur	217,177	19,543	26.5	31.0	11.9	6.1	.0064
Lincoln	56,192	14,489	32.1	20.9	8.4	4.6	.0018
Lyon	258,379	21,275	25.6	29.4	14.2	9.2	.0090
McLeod	334,652	23,011	23.8	32.6	16.3	8.1	.0118
Mahnomen	36,004	15,298	32.7	23.5	8.8	4.5	.0013
Marshall	101,267	16,970	30.3	26.6	9.2	5.5	.0033
Martin	290,287	23,424	24.8	30.6	15.0	12.7	.0084
Meeker	220,656	20,446	25.8	27.5	14.4	9.1	.0065
Mill Lake	180,536	18,951	27.7	28.1	12.2	7.0	.0057
Morrison	254,091	17,680	27.6	27.3	10.5	6.2	.0085
Mower	418,878	21,752	24.3	27.6	16.2	9.7	.0128
Murray	89,413	17,377	31.2	27.7	8.7	5.6	.0028
Nicollet	358,333	27,938	20.4	28.0	20.1	17.1	.0095
Nobles	177,998	17,381	30.4	26.9	10.5	5.6	.0064
Norman	84,229	19,803	26.2	27.8	12.2	9.6	.0025
Otter Tail	480,795	17,400	28.8	27.4	10.1	5.8	.0163
Pennington	111,606	14,932	33.4	24.2	7.8	2.9	.0043
Pine	162,022	15,856	29.3	27.0	8.7	3.6	.0061
Pipestone	90,998	15,041	30.6	24.2	6.7	5.5	.0032
Polk	300,925	17,903	27.1	28.0	11.0	6.0	.0097
Pope	96,915	14,794	30.8	24.8	7.0	4.5	.0032
Red Lake	32,952	13,383	30.0	22.4	7.5	1.9	.0011
Redwood	161,270	18,032	29.1	27.4	10.7	6.5	.0052
Renville	185,807	20,360	26.7	31.9	12.5	6.5	.0055
Rice	522,037	23,763	23.9	30.7	17.3	10.3	.0167
Rock	86,709	17,115	31.1	28.7	8.5	5.0	.0028
Roseau	125,715	19,324	26.4	29.7	12.1	6.3	.0042
Sibley	152,927	21,744	25.7	30.5	13.9	9.5	.0041
Steele	328,222	23,172	24.1	34.0	15.6	8.4	.0110
Stevens	89,307	17,571	29.1	27.7	9.2	6.7	.0033
Swift	108,473	17,720	28.3	27.2	9.4	7.2	.0033
Toole	198,050	15,153	30.3	24.4	7.9	4.4	.0063
Traverse	45,271	20,135	28.2	27.1	12.6	10.6	.0014
Wabasha	223,553	22,642	23.5	29.3	15.4	11.0	.0065
Wadena	115,752	16,373	29.1	23.2	11.8	5.6	.0044
Waseca	217,685	24,951	22.0	29.3	17.6	13.7	.0062
Watsonwan	112,773	18,837	28.4	31.1	9.6	6.0	.0033
Wilkin	87,592	24,371	25.0	30.2	16.2	12.5	.0025
Winona	509,610	23,066	24.4	29.3	15.4	11.9	.0160
Yellow Medicine	127,779	21,214	25.3	28.5	13.7	10.6	.0039
TOTAL METRO COUNTIES	43,173,535	31,809	17.8	26.0	20.8	22.6	1.3164
TOTAL STATE	57,392,843	26,848	20.8	26.9	18.2	17.7	1.7830

Mississippi

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
BILOXI-GULFPORT	203.3	.0814	30.5	12.8	16.6	20.0	22.6	74.2	1,167,244	256,084	128,877	186,988	43,009	273,461	46,611
Hancock	33.3	.0134	33.6	8.4	14.3	20.2	27.8	12.2	117,759	39,476	7,537	12,702	2,154	24,513	6,523
Harrison	170.0	.0680	30.0	13.7	17.0	19.9	21.6	62.0	1,049,485	216,608	121,340	174,286	40,855	248,948	40,088
• Biloxi	47.0	.0188	27.9	20.0	17.6	16.7	20.7	16.9	372,542	67,675	59,990	98,056	10,646	62,199	9,945
• Gulfport	42.2	.0169	33.7	11.1	16.4	19.4	28.6	17.3	444,859	72,292	40,324	65,305	26,479	137,558	16,690
SUBURBAN TOTAL	114.1	.0457	30.5	10.5	16.3	21.5	21.2	40.0	349,843	116,117	28,563	23,627	5,884	73,704	19,976
JACKSON	402.6	.1612	30.4	11.6	18.2	19.8	21.9	143.2	2,878,673	476,774	239,108	481,353	115,511	788,680	98,209
Hinds	257.1	.1029	30.4	12.7	18.4	18.9	22.6	94.2	2,121,748	307,919	170,988	326,581	87,265	669,482	73,609
• Jackson	204.2	.0817	30.5	12.6	18.9	18.5	22.9	76.4	1,981,220	282,528	160,088	318,227	84,010	631,847	60,996
Madison	57.5	.0230	29.1	10.9	17.3	17.3	22.5	18.9	363,400	61,889	29,474	112,107	12,319	48,777	8,639
Rankin	88.0	.0353	31.4	8.8	18.6	23.8	19.4	30.1	393,525	106,966	38,646	42,665	15,927	70,421	15,961
SUBURBAN TOTAL	198.4	.0795	30.4	10.5	17.6	21.1	20.8	66.8	897,453	194,246	79,020	163,126	31,501	156,833	37,213

METRO & COUNTY TOTALS

MISS. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mfg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
PASCAGOULA	129.8	.0520	29.7	10.3	17.6	22.7	17.9	45.2	544,381	129,968	47,814	78,826	16,451	106,948	25,501	
Jackson	129.8	.0520	29.7	10.3	17.6	22.7	17.9	45.2	544,381	129,968	47,814	78,826	16,451	106,948	25,501	
* Pascagoula	31.2	.0125	30.1	12.7	18.1	21.3	19.9	11.6	250,410	57,608	21,732	16,287	8,607	85,117	11,103	
SUBURBAN TOTAL	98.6	.0395	29.5	9.6	17.5	23.2	17.2	33.6	293,971	72,360	26,082	62,539	7,844	21,831	14,398	
OTHER COUNTIES																
Adams	37.6	.0151	32.3	9.9	15.3	19.4	26.5	13.7	240,727	52,262	13,263	40,463	7,232	59,614	12,010	
Alcorn	33.5	.0134	34.2	8.5	15.9	21.8	26.9	13.2	208,205	43,146	20,488	26,169	7,986	37,509	8,847	
Amite	13.4	.0053	33.6	8.7	12.8	17.6	30.6	4.7	30,500	10,866	660	2,320	892	4,772	1,826	
Attala	19.4	.0078	36.0	8.0	12.7	18.4	32.9	7.1	83,385	20,872	4,770	9,928	2,593	10,983	5,749	
Benton	8.3	.0033	32.5	9.7	12.7	17.8	29.0	2.7	9,592	4,612	386	176	286	725	23	
Bolivar	44.0	.0176	27.2	12.3	13.9	14.8	24.3	14.3	165,555	46,332	9,966	13,105	7,646	34,684	8,059	
Calhoun	15.3	.0062	34.5	9.1	14.2	18.8	30.5	5.7	61,098	15,246	3,129	4,579	1,853	13,185	2,392	
Carroll	9.8	.0039	34.1	8.8	13.0	18.9	29.9	3.4	11,685	2,447	802	23	88	2,455	779	
Chickasaw	18.4	.0073	32.4	9.1	15.0	19.0	27.0	6.4	89,161	24,701	2,466	15,321	6,341	20,082	3,338	
Choctaw	9.3	.0038	33.7	8.6	13.8	18.9	29.3	3.2	23,817	5,923	894	1,459	361	5,368	1,288	
Claiborne	12.2	.0049	26.0	21.3	13.0	14.5	23.8	3.6	21,240	6,441	3,908	1,026	708	1,012	1,204	
Clarke	17.3	.0069	33.7	8.7	14.5	18.8	29.3	6.4	33,994	13,110	1,774	1,930	2,106	3,471	1,420	
Clay	21.8	.0087	30.4	11.0	15.6	17.7	25.2	7.5	85,414	18,086	5,782	12,673	2,962	24,041	3,503	
Coahoma	35.1	.0141	29.7	9.6	13.3	16.2	26.7	12.2	151,116	37,383	10,106	19,349	6,295	26,557	7,034	
Copiah	28.0	.0112	31.9	11.4	13.6	17.4	28.4	9.7	110,841	28,126	5,186	13,318	2,305	30,846	6,402	
Covington	17.1	.0068	32.9	9.1	13.4	19.6	27.6	6.1	52,006	13,048	2,082	2,870	1,180	21,830	2,707	
De Soto	70.2	.0281	30.6	8.4	17.0	24.9	17.6	23.5	275,154	110,405	20,599	39,894	5,339	41,368	13,391	
Forrest	68.1	.0273	30.2	15.7	16.3	17.6	24.6	26.0	571,645	109,657	52,581	101,193	24,813	127,112	20,391	
Hattiesburg	40.0	.0160	29.0	20.2	16.4	15.0	25.2	15.6	509,387	92,318	46,426	91,344	23,175	113,516	16,322	
Franklin	8.6	.0034	34.9	8.8	13.4	18.4	31.5	3.2	20,258	4,875	386	1,885	673	5,848	1,694	
George	16.9	.0068	31.0	8.7	15.2	20.8	23.2	5.7	44,959	15,556	3,281	3,687	1,313	7,360	2,611	
Greene	10.6	.0042	32.9	8.7	13.9	19.1	26.0	3.3	25,656	8,458	947	1,687	322	8,506	1,607	
Grenada	19.8	.0079	32.5	9.4	14.9	18.8	27.4	7.1	158,788	38,084	10,330	14,134	3,164	58,166	4,463	
Holmes	22.5	.0090	29.6	11.3	11.5	14.5	29.3	7.5	47,691	16,785	1,463	2,990	1,112	5,246	4,701	
Humphreys	13.6	.0055	28.8	9.8	11.9	15.9	26.7	4.5	37,810	13,142	1,235	2,375	1,445	1,520	1,476	
Issaquema	2.5	.0010	28.7	10.8	13.7	18.7	22.6	.8	1,008	768	27	5	20	60	2	
Itawamba	21.2	.0084	35.1	9.3	14.6	21.4	28.7	7.9	44,173	11,086	3,163	10,388	894	9,290	2,462	
Jasper	16.9	.0068	32.5	9.1	14.2	18.2	28.2	6.0	44,555	13,381	1,490	2,152	802	9,182	2,824	
Jefferson	9.0	.0036	29.4	10.6	13.5	16.1	26.4	3.0	9,970	3,887	217	940	107	981	798	
Jefferson Davis	14.2	.0056	31.3	8.7	14.2	17.3	27.5	4.7	52,484	15,599	1,780	7,266	457	12,463	3,514	
Jones	62.6	.0251	33.6	10.1	15.6	20.0	27.9	23.4	313,156	68,770	22,517	55,357	12,803	73,781	14,236	
Kemper	10.2	.0041	32.5	9.1	13.7	16.5	30.1	3.5	21,973	6,428	771	570	713	1,814	471	
Lafayette	30.6	.0122	29.1	20.7	16.2	18.3	22.2	11.5	154,143	32,906	17,594	18,192	5,675	23,046	6,370	
Lamar	28.1	.0113	30.2	10.6	17.4	21.1	20.6	9.9	66,600	23,576	2,407	2,663	440	18,478	5,093	
Lauderdale	76.8	.0307	32.4	11.1	16.2	18.9	26.8	28.9	547,843	98,455	42,450	81,849	22,372	149,807	24,343	
Meridian	42.2	.0169	34.3	9.3	15.5	18.0	31.0	17.0	490,170	87,450	38,109	76,452	20,802	141,130	22,995	
Lawrence	13.1	.0053	32.3	9.5	14.0	19.8	26.3	4.7	32,286	9,810	1,807	877	1,454	8,276	3,034	
Leake	18.9	.0075	35.2	8.5	13.6	18.6	31.6	6.8	81,575	17,662	4,680	13,970	2,020	20,881	4,401	
Lee	65.5	.0262	32.6	9.3	16.9	21.7	24.2	25.0	558,030	101,456	37,363	85,700	20,658	158,944	18,423	
Leflore	40.7	.0163	29.4	12.0	13.8	16.2	26.1	13.9	214,428	47,872	26,691	20,079	13,935	44,269	8,934	
Lincoln	31.9	.0128	32.8	8.9	15.2	18.7	27.9	11.5	169,684	30,641	11,417	29,563	5,318	41,217	10,008	
Lowndes	60.5	.0242	29.5	12.6	17.2	19.6	21.0	21.7	391,021	69,057	31,718	62,104	17,234	112,402	13,100	
Marion	26.3	.0106	32.6	9.3	14.4	18.5	28.0	9.2	108,148	30,528	5,023	14,070	3,908	20,037	6,355	
Marshall	34.2	.0137	29.5	11.5	13.9	18.7	23.6	10.8	69,282	22,773	2,886	12,259	1,481	9,967	2,708	

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MISS. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thous- ands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
18-24 Years	25-34 Years	35-49 Years	50 & Over													
Monroe	36.2	.0144	32.9	8.8	15.0	19.8	27.1	13.0	142,173	34,828	7,307	22,320	8,454	35,278	8,244	
Montgomery	12.6	.0051	36.1	8.3	12.4	18.2	33.3	4.4	43,574	13,729	1,884	9,632	1,944	5,819	2,106	
Neshoba	24.9	.0099	33.3	8.4	14.8	18.6	28.8	9.3	131,603	43,358	7,326	19,663	4,379	24,906	4,349	
Newton	20.2	.0081	35.4	9.8	13.5	18.7	31.9	7.6	80,587	21,651	3,868	7,482	2,124	24,984	1,964	
Noxubee	12.2	.0049	30.3	10.0	12.8	16.3	27.7	4.0	26,425	8,897	771	2,605	1,255	5,602	1,686	
Okfuskeba	37.6	.0151	24.7	26.9	15.2	15.9	17.8	12.2	162,343	33,775	16,989	21,166	10,346	28,731	4,383	
Panola	29.9	.0119	31.6	9.2	13.6	17.3	28.2	10.3	135,585	36,087	7,798	11,541	6,138	30,524	7,863	
Pearl River	40.0	.0160	32.1	9.4	15.1	21.7	23.9	14.2	168,536	40,616	11,699	19,521	5,821	50,916	9,049	
Perry	10.0	.0040	31.2	9.3	14.7	20.7	23.7	3.4	20,260	9,257	1,681	2,311	185	1,607	1,503	
Pike	37.0	.0149	32.8	9.3	14.2	18.2	28.7	13.4	228,460	47,493	16,904	27,722	8,113	58,666	12,925	
Pontotoc	23.3	.0093	34.3	8.7	15.1	19.5	29.4	8.6	65,363	17,857	4,979	12,244	1,728	11,654	2,477	
Prenhall	25.4	.0101	34.1	9.9	14.7	20.4	28.3	9.3	135,627	40,451	7,047	15,916	3,367	36,172	5,187	
Quitman	11.2	.0045	30.4	9.1	12.7	15.6	28.6	3.8	25,215	7,257	497	3,013	338	3,703	2,247	
Scott	26.7	.0106	32.2	9.1	14.9	19.5	26.4	9.7	108,971	31,839	7,500	8,039	3,906	21,426	6,333	
Sharkey	7.5	.0030	28.1	10.0	14.2	15.8	24.4	2.2	16,066	7,031	653	1,592	549	733	786	
Simpson	25.1	.0101	32.8	8.7	15.0	19.2	27.5	8.8	104,655	25,339	7,813	11,215	2,611	27,896	6,438	
Smith	15.7	.0063	33.3	8.9	14.9	19.8	27.7	5.5	31,285	13,992	595	1,650	343	5,536	1,579	
Stone	10.8	.0043	31.0	13.3	14.7	19.1	25.1	3.6	50,843	11,851	3,198	4,736	879	15,543	2,089	
Sunflower	36.4	.0146	28.9	11.9	16.1	15.9	24.4	10.8	142,738	50,490	7,058	15,840	3,194	22,677	5,338	
Tallahatchie	16.1	.0064	30.7	9.1	12.3	16.7	28.0	5.5	33,914	11,011	1,492	1,631	988	6,546	2,841	
Tate	22.3	.0089	30.5	12.6	14.3	19.2	24.3	7.3	122,445	31,945	7,331	14,345	1,462	40,634	2,652	
Tippah	19.7	.0079	34.6	9.2	13.9	19.7	29.8	7.1	91,388	22,346	5,699	10,032	4,715	20,134	4,097	
Tishomingo	18.5	.0074	35.6	8.5	15.8	21.5	29.5	7.1	63,598	19,506	3,405	10,577	2,369	13,687	3,340	
Tunica	8.8	.0035	27.2	9.4	12.5	13.6	26.6	3.0	25,763	6,973	1,531	1,163	760	9,319	1,177	
Union	23.2	.0093	34.9	8.2	15.4	19.6	30.3	8.9	99,886	23,656	7,851	16,182	3,801	13,661	4,748	
Walworth	14.0	.0056	32.6	8.6	13.3	18.5	28.3	4.9	51,713	10,914	1,544	7,355	1,123	14,104	2,195	
Warren	51.3	.0206	31.3	8.5	16.7	19.5	24.3	18.5	348,615	72,284	25,942	62,638	9,579	77,897	12,564	
Washington	70.9	.0283	29.3	9.5	15.1	17.2	24.2	24.0	399,673	92,763	22,955	59,193	13,144	108,122	13,715	
Greenville	46.1	.0185	30.2	9.4	14.8	17.0	25.9	16.1	346,996	75,044	21,463	56,610	10,848	93,510	11,589	
Wayne	20.6	.0083	30.5	10.2	15.4	19.4	23.6	6.9	73,508	16,133	4,261	14,084	2,274	12,993	3,213	
Webster	10.0	.0040	37.4	8.6	12.5	19.7	33.8	3.7	32,804	10,853	1,462	4,380	1,022	6,051	1,505	
Wilkinson	9.9	.0040	33.4	9.6	13.6	17.2	30.7	3.4	26,929	9,047	1,634	2,234	378	5,599	790	
Winston	19.4	.0077	33.9	8.2	14.5	18.2	30.1	6.9	78,138	15,361	3,709	15,139	2,503	19,820	4,351	
Yalobusha	13.2	.0053	34.7	9.1	13.7	16.9	32.7	5.0	45,001	17,995	1,484	3,740	1,250	4,501	1,658	
Yazoo	26.8	.0107	32.1	9.2	13.3	17.3	28.9	9.5	81,813	18,145	3,250	10,860	2,407	17,399	6,411	
TOTAL METRO COUNTIES	805.9	.3227	30.3	11.4	17.7	20.7	21.0	286.1	4,865,452	973,231	436,398	787,061	180,310	1,210,457	183,712	
TOTAL STATE	2,657.1	1.0635	31.2	10.9	15.7	19.2	24.8	942.3	13,426,461	3,001,774	1,015,401	1,952,686	489,738	3,219,004	566,314	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989

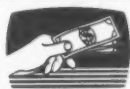


METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A)	(B)	(C)	(D)	
			\$10,000-\$19,999	\$20,000-\$34,999	\$35,000-\$49,999	\$50,000 & Over	
BILOXI-GULFPORT	2,166,816	20,533	27.0	26.4	13.5	11.3	.0696
Hancock	326,524	19,086	27.9	25.6	11.9	10.1	.0097
Harrison	1,840,292	20,844	26.7	26.7	13.8	11.5	.0599
• Biloxi	506,713	19,214	30.0	26.2	11.7	9.9	.0180
• Gulfport	498,413	19,762	27.2	25.6	12.2	11.6	.0187
SUBURBAN TOTAL	1,161,490	21,549	25.6	26.9	14.8	11.8	.0329
JACKSON	4,497,062	22,935	23.5	25.2	15.7	14.8	.1507
Hinds	2,955,826	22,310	24.0	25.2	14.8	14.6	.1024
• Jackson	2,387,118	22,052	24.7	25.7	14.3	14.2	.0872
Madison	516,600	18,665	25.5	21.9	13.1	12.2	.0188
Rankin	1,024,636	28,115	20.5	27.3	20.1	17.2	.0295
SUBURBAN TOTAL	2,109,944	24,136	22.0	24.6	17.3	15.6	.0635
PASCAGOULA	1,375,822	25,002	22.4	31.4	18.2	11.7	.0408
Jackson	1,375,822	25,002	22.4	31.4	18.2	11.7	.0408
• Pascagoula	359,159	23,203	24.7	29.2	16.2	12.1	.0123
SUBURBAN TOTAL	1,016,663	25,553	21.5	32.3	18.9	11.6	.0285
OTHER COUNTIES							
Adams	326,986	15,986	24.0	22.3	11.5	8.5	.0121
Alcorn	315,925	17,034	27.4	24.9	10.7	7.1	.0111
Amite	118,845	17,092	25.5	20.8	12.6	10.2	.0034
Attala	139,181	13,857	27.9	23.1	7.0	4.4	.0052
Benton	66,112	18,671	26.7	26.2	11.8	8.4	.0018
Bolivar	306,096	13,418	25.6	19.1	7.5	8.0	.0110
Calhoun	109,286	14,105	30.4	22.2	8.6	3.0	.0040
Carroll	69,213	14,545	27.4	22.1	9.1	5.3	.0020
Chickasaw	135,881	16,006	28.5	27.4	8.3	4.6	.0051
Choctaw	62,464	14,000	29.0	23.6	6.0	4.3	.0021
Claiborne	80,676	13,813	20.8	18.6	10.1	9.6	.0026
Clarke	145,578	17,493	24.0	27.7	11.2	5.7	.0042
Clay	187,941	19,270	23.9	28.1	12.5	7.6	.0061
Coahoma	246,633	12,922	25.7	18.7	9.0	5.9	.0091
Copiah	217,041	14,817	27.9	22.3	8.6	6.8	.0076
Covington	139,185	15,253	28.1	21.3	10.0	7.4	.0043
De Soto	722,447	27,009	20.3	29.0	21.0	12.4	.0215
Forrest	660,117	17,533	26.3	23.9	11.4	9.4	.0254
Hattiesburg	399,703	16,486	26.0	22.1	10.5	10.0	.0182
Franklin	72,285	16,000	23.5	20.2	14.5	7.0	.0022
George	149,437	21,138	22.6	29.9	13.3	9.1	.0044

METRO & COUNTY TOTALS

MISS. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Greene	75,250	17,359	25.4	25.4	13.2	5.9	.0024
Grenada	185,369	19,523	23.1	26.0	13.0	10.0	.0072
Holmes	114,670	9,196	24.8	14.1	5.0	2.8	.0044
Humphreys	70,590	8,946	23.4	13.6	5.9	3.5	.0028
Issaquena	16,616	12,107	26.8	18.1	4.4	9.0	.0005
Itawamba	171,933	17,080	30.3	29.8	8.8	3.5	.0050
Jasper	116,131	14,358	30.2	24.1	6.6	3.9	.0040
Jefferson	58,567	12,222	24.7	17.5	9.5	6.0	.0018
Jefferson Davis	104,953	15,287	28.3	21.3	10.1	7.6	.0036
Jones	559,099	17,881	27.5	27.5	10.8	6.5	.0189
Kemper	64,812	13,122	28.8	22.9	5.7	4.1	.0023
Lafayette	315,640	17,988	24.2	23.6	11.8	10.3	.0099
Lamar	259,568	20,219	24.4	28.5	13.2	8.7	.0074
Lauderdale	794,049	18,826	25.1	24.7	12.3	10.5	.0277
Mendon	445,672	17,949	24.1	23.7	11.6	10.7	.0187
Lawrence	122,293	18,686	23.4	24.0	12.5	11.1	.0035
Leake	125,597	13,162	29.7	21.7	5.9	4.0	.0049
Lee	676,585	20,769	26.3	29.6	13.1	9.0	.0251
Leflore	305,007	13,922	27.0	19.0	9.3	7.1	.0118
Lincoln	254,293	16,300	25.8	25.1	11.0	5.3	.0093
Lowndes	547,550	18,235	26.4	26.4	11.7	7.4	.0200
Marion	219,105	16,527	28.1	22.2	12.5	7.5	.0073
Marshall	225,850	15,245	27.6	24.1	9.7	5.2	.0073
Monroe	298,543	17,565	25.9	27.9	10.7	6.3	.0099
Montgomery	82,076	13,525	27.8	21.9	7.0	3.7	.0031
Neshoba	218,157	16,921	27.9	24.5	10.1	7.8	.0076
Newton	166,892	15,620	26.8	22.9	10.5	5.6	.0055
Noxubee	70,400	12,120	29.1	18.6	5.4	4.2	.0025
Okfuskeena	318,366	16,405	26.4	20.3	10.8	11.0	.0108
Panola	217,509	14,293	27.4	22.0	8.1	5.8	.0080
Pearl River	354,820	17,934	26.3	23.5	13.0	8.7	.0116
Perry	96,190	21,013	18.9	25.5	12.4	14.3	.0025
Pike	320,950	16,612	27.4	22.8	10.7	8.7	.0119
Pontotoc	185,878	15,935	29.6	25.1	9.6	4.4	.0057
Prentiss	206,046	16,327	28.5	27.2	8.1	5.5	.0077
Quitman	33,362	8,947	25.9	14.3	3.2	2.3	.0021
Scott	219,305	15,973	28.4	23.5	9.4	6.9	.0073
Sharkey	40,959	10,660	27.4	15.0	4.9	5.7	.0015
Simpson	222,835	18,908	26.5	25.0	13.7	8.9	.0073
Smith	128,703	16,343	27.3	22.9	12.0	7.0	.0077
Stone	98,587	21,338	22.1	27.7	14.0	11.2	.0033
Sunflower	209,310	12,260	27.9	18.7	7.0	4.8	.0086
Tallahatchie	86,185	9,619	25.5	14.1	4.5	4.2	.0032
Tate	156,711	15,554	26.9	27.0	8.4	4.1	.0062
Tippah	150,214	16,055	30.2	25.7	7.5	4.8	.0054
Tishomingo	132,273	14,729	32.2	24.8	6.5	2.7	.0046
Tunica	42,522	7,953	22.0	11.5	3.1	3.9	.0019
Union	193,744	16,462	28.2	28.0	8.9	4.6	.0065
Walthall	115,116	15,742	25.0	23.8	8.9	8.4	.0038
Warren	531,088	22,291	21.4	24.9	16.3	13.1	.0183
Washington	540,769	15,104	26.1	22.1	9.1	7.5	.0209
Greenville	355,891	15,007	26.3	21.9	9.2	6.9	.0151
Wayne	174,466	17,787	25.3	22.2	12.7	10.1	.0054
Webster	75,315	15,233	27.6	26.0	8.1	3.6	.0026
Wilkinson	70,369	15,106	27.7	22.1	8.5	6.4	.0024
Winston	166,454	17,256	27.1	25.7	11.0	7.1	.0054
Yalobusha	105,239	15,677	28.9	24.7	8.4	5.6	.0034
Yazoo	214,855	14,718	26.5	20.3	9.2	7.8	.0070
TOTAL METRO COUNTIES	8,762,147	22,875	23.9	27.0	15.9	13.2	.2826
TOTAL STATE	23,958,764	18,090	25.6	24.7	12.0	9.1	.8110

Missouri

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
COLUMBIA	107.7	.0431	27.9	23.2	20.6	17.5	17.8	39.6	870,058	155,007	76,143	130,166	36,320	194,579	15,957	
Boone	107.7	.0431	27.9	23.2	20.6	17.5	17.8	39.6	870,058	155,007	76,143	130,166	36,320	194,579	15,957	
• Columbia	64.7	.0259	25.9	31.5	19.2	15.0	17.6	23.5	799,637	142,425	73,661	124,672	35,429	186,542	15,821	
SUBURBAN TOTAL	43.0	.0172	30.3	10.7	23.1	21.2	17.9	16.1	70,421	12,582	2,482	5,494	891	8,037	136	
JOPLIN	135.6	.0542	35.3	9.7	15.1	20.4	30.1	52.1	968,818	174,650	89,963	150,220	30,386	243,661	16,613	
Jasper	91.5	.0366	35.0	10.2	15.4	19.4	30.6	35.8	792,137	140,356	75,070	135,721	19,641	194,109	12,605	
• Joplin	41.1	.0165	35.4	11.8	15.7	18.0	32.6	17.1	602,424	84,178	64,830	113,177	20,718	160,749	10,560	
Newton	44.1	.0176	35.8	8.8	14.4	22.0	29.2	16.3	176,681	34,294	14,893	14,499	10,745	49,552	4,008	
SUBURBAN TOTAL	94.5	.0377	35.2	8.9	14.9	21.2	29.1	35.0	366,394	90,472	25,133	37,043	9,668	82,912	6,053	
KANSAS CITY	1,585.0	.6344	33.1	9.7	18.1	21.9	24.7	607.7	11,823,232	2,222,169	1,161,146	1,681,494	514,488	3,071,542	301,000	
Cass	62.1	.0249	32.8	8.5	16.4	24.5	21.9	21.7	302,479	71,714	22,637	30,442	6,313	81,543	12,693	
Clay	152.9	.0612	32.5	10.5	19.0	23.4	21.8	58.3	1,274,243	217,544	102,102	235,466	56,448	338,558	30,111	
Jackson	645.4	.2583	33.5	10.3	17.9	20.3	27.0	257.9	5,054,612	882,141	577,934	691,248	193,046	1,322,671	135,646	
Independence	117.2	.0469	33.8	10.0	17.4	21.6	26.4	46.0	885,955	146,035	84,857	145,360	42,503	254,090	27,901	
• Kansas City	438.3	.1754	33.4	10.8	18.2	19.5	27.6	177.4	3,567,354	646,858	466,131	531,700	131,111	808,576	92,748	
Lafayette	32.3	.0129	37.2	8.2	14.0	20.9	32.4	12.1	105,431	26,378	9,939	9,706	1,906	19,791	3,389	
Platte	56.3	.0225	31.9	9.1	19.6	25.2	18.7	20.5	315,676	116,839	54,617	19,207	6,364	22,310	6,905	
Ray	24.1	.0096	35.4	7.8	14.7	23.3	27.6	8.6	68,880	12,844	4,258	9,359	1,591	11,863	2,787	
Johnson, Kans.	348.6	.1396	32.8	8.4	20.1	24.2	21.3	133.2	3,429,514	614,061	271,189	519,609	212,990	942,441	74,009	
• Glaupe	59.3	.0237	28.3	11.0	25.2	20.4	12.8	20.7	547,391	121,510	32,947	54,575	15,491	227,452	9,962	
Overland Park	104.4	.0418	33.7	8.1	19.1	25.9	21.6	40.3	1,555,584	170,125	133,779	335,329	100,741	403,021	35,774	
Leavenworth, Kans.	66.0	.0264	32.8	9.6	18.2	23.3	22.7	21.2	282,453	63,456	23,820	42,981	9,210	77,540	3,177	
• Leavenworth	39.0	.0156	32.6	10.5	18.3	22.4	23.3	12.6	224,228	50,189	20,170	38,767	7,091	68,174	1,806	
Miami, Kans.	24.2	.0097	35.9	8.1	14.6	21.0	30.3	8.9	109,491	24,973	8,644	11,512	3,145	33,921	3,143	
Wyandotte, Kans.	173.1	.0693	32.3	10.8	16.6	18.7	26.8	65.3	880,453	192,217	86,108	111,964	23,475	220,884	29,138	
• Kansas City	160.9	.0644	32.3	10.9	16.5	18.5	27.0	61.2	801,769	174,329	80,282	104,156	22,769	194,569	26,366	
SUBURBAN TOTAL	887.5	.3553	33.5	8.9	17.9	23.7	23.7	335.8	6,682,490	1,229,283	561,618	952,296	338,026	1,772,771	170,118	

MO. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City		Total Population (Thous- ands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
					18-24 Years	25-34 Years	35-49 Years	50 & Over									
ST. JOSEPH		85.6	.0343	35.1	10.3	15.2	18.5	31.6	32.7	555,996	105,819	49,885	96,497	18,534	144,313	12,025	
Buchanan		85.6	.0343	35.1	10.3	15.2	18.5	31.6	32.7	555,996	105,819	49,885	96,497	18,534	144,313	12,025	
• St. Joseph		73.1	.0293	35.1	10.5	15.2	17.9	32.3	28.1	527,611	98,528	47,916	95,931	17,736	136,047	11,943	
SUBURBAN TOTAL		12.5	.0050	34.8	9.0	14.9	22.7	27.0	4.6	28,385	7,291	1,969	566	796	8,266	82	
ST. LOUIS		2,484.9	.9945	33.4	9.9	16.7	21.1	26.3	918.5	17,226,344	3,080,887	1,811,294	2,487,297	758,018	4,150,785	532,950	
Franklin		80.2	.0321	32.9	9.3	15.4	21.1	25.7	27.0	464,397	91,867	36,064	48,054	13,697	123,074	11,702	
Jefferson		176.3	.0706	30.5	9.5	18.9	22.8	18.8	58.1	806,438	194,329	63,606	118,217	17,020	142,545	13,627	
St. Charles		204.5	.0818	30.3	9.3	19.6	24.2	16.6	68.8	1,473,027	276,908	136,461	194,728	65,225	330,179	28,217	
• St. Charles		45.0	.0180	33.0	11.3	16.7	22.7	24.0	16.9	547,391	56,891	64,444	38,910	24,604	199,042	15,796	
St. Louis		1,013.2	.4055	34.2	9.6	17.3	22.6	26.0	376.4	8,715,439	1,384,526	826,868	1,312,981	439,459	2,416,146	268,392	
Florissant		61.9	.0248	33.3	11.3	15.7	23.4	24.0	20.9	413,185	133,255	40,899	28,175	11,563	101,501	19,731	
University City		42.5	.0170	35.0	8.8	18.4	20.9	29.2	17.5	132,424	41,245	17,661	13,284	10,430	3,114	11,043	
St. Louis city		409.7	.1639	35.5	10.8	15.0	16.0	34.5	166.1	2,184,981	432,073	408,403	210,726	73,304	376,748	96,166	
• St. Louis		409.7	.1639	35.5	10.8	15.0	16.0	34.5	166.1	2,184,981	432,073	408,403	210,726	73,304	376,748	96,166	
Clinton, Ill.		34.4	.0137	32.3	10.5	15.1	19.0	26.9	12.1	145,003	27,590	11,908	11,900	8,583	29,206	3,376	
Jersey, Ill.		21.3	.0085	33.2	11.5	14.9	20.8	26.6	7.4	111,924	14,885	8,581	18,297	3,169	41,451	3,376	
Madison, Ill.		253.6	.1015	34.1	10.4	15.6	21.0	27.7	96.8	1,617,288	341,951	165,382	212,453	44,453	389,390	53,916	
• Alton		32.9	.0132	35.1	10.5	14.7	17.1	33.0	13.2	353,059	33,610	35,949	65,563	15,680	97,721	10,701	
• Granite City		34.8	.0139	34.1	10.8	15.5	20.1	28.5	13.4	237,250	62,404	28,085	12,349	5,473	42,100	13,037	
Monroe, Ill.		22.6	.0091	35.1	9.2	14.6	21.7	28.5	8.3	125,393	26,229	12,327	13,656	3,484	31,621	3,436	
St. Clair, Ill.		269.1	.1078	32.1	10.4	15.7	19.7	25.7	97.5	1,582,454	290,529	141,694	346,195	89,624	270,425	50,542	
• Belleville		43.4	.0174	39.0	9.8	15.3	17.3	37.3	18.1	484,544	103,409	36,300	41,479	21,825	166,073	20,882	
• East St. Louis		47.8	.0191	26.1	10.5	14.4	16.4	20.7	15.3	93,382	24,217	12,688	2,550	2,166	1,691	7,931	
SUBURBAN TOTAL		1,871.3	.7490	33.1	9.7	17.3	22.4	24.2	675.5	13,325,737	2,368,283	1,225,695	2,109,420	614,966	3,267,410	368,437	
SPRINGFIELD		237.8	.0951	32.6	13.1	17.3	20.2	25.7	91.2	2,039,980	317,159	197,435	343,818	65,692	521,009	31,124	
Christian		31.3	.0125	33.6	8.6	16.2	22.6	25.1	11.2	139,536	32,600	8,149	8,812	2,117	56,506	1,381	
Greene		206.5	.0826	32.5	13.7	17.5	19.8	25.8	80.0	1,900,444	284,559	189,286	335,006	63,575	464,503	29,543	
• Springfield		144.6	.0579	32.3	16.0	17.4	17.7	27.6	58.4	1,733,318	254,051	180,693	326,649	59,683	404,437	27,775	
SUBURBAN TOTAL		93.2	.0372	33.1	8.4	17.2	24.1	22.7	32.8	306,562	63,108	16,742	17,169	6,009	116,572	3,349	
OTHER COUNTIES																	
Adair		23.8	.0096	29.5	22.4	16.5	15.5	25.4	8.9	172,054	37,768	16,856	26,351	5,643	34,289	2,754	
Andrew		15.7	.0062	35.7	8.0	14.7	20.9	30.2	5.4	38,170	9,012	2,720	1,403	547	16,982	134	
Atchison		8.0	.0032	38.4	9.7	13.9	17.7	36.6	3.1	26,523	7,339	2,821	421	276	2,857	2,058	
Audrain		25.4	.0102	35.5	8.4	14.8	18.5	32.1	9.6	121,625	26,042	8,919	15,735	6,943	23,467	4,745	
Barry		28.3	.0113	39.5	7.3	12.3	20.0	36.5	10.7	110,098	29,033	7,717	19,855	2,346	17,725	1,767	
Barton		12.0	.0048	39.4	8.4	13.0	17.3	38.0	4.7	40,514	9,203	3,129	6,402	790	7,310	321	
Bates		16.8	.0068	39.7	7.3	12.6	19.5	37.0	6.4	57,705	17,198	3,932	6,707	1,740	15,873	992	
Benton		14.0	.0056	43.4	6.2	10.8	19.3	42.0	5.5	56,558	7,465	4,440	9,231	1,445	14,854	1,275	
Bollinger		11.3	.0045	36.8	8.3	13.4	19.8	32.8	4.3	31,775	7,280	924	373	713	14,433	490	
Butler		39.3	.0157	36.3	8.2	14.6	20.5	31.4	14.9	251,686	54,935	15,396	28,780	9,755	71,555	5,143	
Caldwell		8.6	.0034	40.0	6.8	12.0	19.8	37.4	3.4	16,246	6,285	1,309	45	239	3,678	221	
Callaway		34.1	.0137	32.3	12.7	16.7	19.8	25.7	11.4	151,166	32,803	13,817	11,196	3,775	28,431	1,829	
Camden		26.7	.0107	40.8	7.3	13.2	20.1	38.2	10.8	247,893	49,163	28,907	34,076	11,466	47,766	1,556	
Cape Girardeau		63.9	.0255	32.3	15.2	16.6	18.9	26.6	23.5	598,007	99,755	44,035	114,711	28,281	132,461	9,892	
Carroll		11.2	.0045	38.7	7.7	13.4	18.1	36.7	4.5	34,921	9,419	1,985	2,889	1,095	4,817	781	
Carter		6.2	.0025	35.5	7.8	14.4	20.7	30.0	2.0	12,977	4,995	766	616	168	2,423	333	
Cedar		12.8	.0051	43.8	6.4	11.3	18.1	43.0	5.0	47,087	13,614	2,865	2,604	1,105	8,908	2,068	
Chariton		10.0	.0040	40.3	7.7	12.9	18.1	38.5	3.9	23,283	7,137	1,702	261	948	4,615	857	
Clark		8.3	.0033	35.7	8.1	14.3	19.5	31.5	3.0	26,877	5,305	959	1,264	104	4,062	359	
Clinton		18.2	.0073	36.5	7.3	13.9	22.0	30.4	6.3	71,719	15,169	6,721	9,083	653	12,394	1,191	
Cole		63.5	.0254	32.2	11.7	19.6	20.5	24.0	22.4	727,449	97,137	43,849	94,416	18,710	134,469	11,420	
Cooper		15.5	.0062	37.2	8.4	13.4	18.2	34.7	5.7	65,711	15,692	6,354	7,860	2,066	18,532	2,087	
Crawford		21.0	.0085	36.9	8.1	13.0	19.4	33.1	7.6	84,825	14,349	3,709	19,579	1,130	14,463	1,397	
Dade		7.8	.0031	42.7	6.7	12.0	17.5	42.2	3.2	15,913	4,347	1,150	34	211	4,140	635	
Dallas		14.4	.0057	39.2	7.3	12.4	19.9	36.0	5.2	44,991	11,455	2,170	5,127	2,111	12,380	907	
Davies		8.9	.0036	39.5	7.4	12.1	18.5	37.3	3.5	31,470	6,318	1,494	2,148	433	3,883	430	
De Kalb		8.6	.0034	38.5	7.6	12.9	20.4	34.8	3.2	20,127	4,399	2,114	573	523	7,945	161	
Dent		15.2	.0061	37.0	8.2	13.7	20.3	32.6	5.6	55,029	12,794	3,408	11,929	3,060	8,434	1,509	
Douglas		12.9	.0052	37.2	7.5	13.5	21.0	32.2	4.7	54,491	9,328	2,230	12,811	295	15,997	1,247	
Dunklin		34.9	.0140	36.5	8.0	13.5	19.5	32.6	12.9	160,005	37,723	10,933	24,026	5,988	41,257	5,732	
Gasconade		14.1	.0056	41.1	7.6	12.5	18.2	39.5	5.3	66,530	12,664	4,207	12,094	1,685	13,092	1,774	
Geney		7.7	.0031	42.3	7.2	11.9	17.9	41.1	3.0	28,187	8,888	1,249	724	310	7,581	637	
Grundy		11.7	.0047	39.6	7.6	13.9	19.3	37.0	4.7	47,299	15,026	3,255	5,159	1,460	2,444	1,308	
Harrison		9.2	.0037	42.0	7.9	11.7	18.5	40.4	4.0	80,277	9,002	2,875	11,840	587	18,224	768	
Henry		20.7	.0083	39.3	7.5	13.2	18.8	37.2	8.3	116,425	25,112	10,828	14,881	3,794	24,775	4,989	
Hickory		7.6	.0030	47.1	5.5	10.2	17.4	46.8	3.3	14,266	2,924	3,104	77	387	1,008		

METRO & COUNTY TOTALS

MO. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Lawrence	31.5	.0126	37.5	7.7	13.2	20.1	33.4	11.8	117,211	30,611	8,897	11,015	2,313	26,761	1,958
Lewis	10.2	.0041	35.8	11.6	13.0	19.4	31.8	3.6	32,754	7,228	1,777	840	252	12,346	938
Lincoln	28.4	.0113	35.1	8.7	14.3	20.8	29.4	9.9	126,346	36,599	9,638	11,395	2,321	31,754	3,000
Linn	15.0	.0060	42.0	7.5	12.7	17.7	40.9	6.1	68,139	15,755	4,517	9,748	2,741	18,887	1,491
Livingston	15.5	.0063	38.2	7.8	13.9	18.7	35.5	6.0	91,018	16,851	6,654	15,352	4,543	19,692	940
McDonald	17.3	.0069	36.7	7.9	13.2	22.5	30.3	6.4	54,891	10,306	5,575	975	3,489	7,233	822
Macon	16.7	.0067	39.5	7.3	13.2	18.8	37.3	8.4	75,204	15,380	5,573	9,696	2,076	13,625	1,807
Madison	12.2	.0048	39.5	7.9	12.6	19.0	37.1	4.8	48,065	9,828	3,500	7,910	760	10,631	815
Marion	8.4	.0034	37.4	7.3	13.2	20.4	33.1	3.1	19,500	4,296	801	780	242	7,298	18
Marion	28.3	.0113	35.8	8.8	15.0	17.8	33.1	10.7	174,369	30,403	16,829	28,202	7,447	40,822	4,296
Mercer	4.1	.0017	44.4	8.0	11.2	18.2	42.8	1.6	6,928	3,909	344	12	45	353	133
Miller	20.3	.0081	35.9	8.2	14.5	19.3	31.9	7.4	147,823	22,415	14,215	10,783	4,227	59,008	2,118
Mississippi	15.4	.0062	34.5	8.5	13.3	19.0	30.4	5.5	78,661	19,825	2,400	7,120	824	11,682	2,456
Moniteau	13.0	.0052	36.5	8.3	14.7	19.5	32.6	4.4	49,597	11,761	2,197	833	571	21,549	1,097
Monroe	9.7	.0038	37.6	8.4	13.2	19.1	34.5	3.5	31,480	9,210	3,657	1,741	979	3,530	801
Montgomery	11.9	.0048	39.0	7.6	12.1	19.4	36.2	4.3	79,349	15,537	3,583	1,626	626	10,578	1,212
Morgan	16.4	.0066	42.0	6.5	11.4	19.3	40.2	6.2	95,224	27,613	5,195	11,083	2,837	25,238	1,515
New Madrid	21.7	.0087	33.7	8.4	13.7	19.0	29.1	7.6	73,500	7,683	2,904	6,049	2,837	6,944	2,919
Nodaway	21.4	.0086	31.4	19.3	13.7	16.2	28.8	7.6	88,796	21,384	9,568	17,381	1,717	10,645	1,253
Oregon	10.6	.0042	38.9	7.1	12.8	19.8	35.7	3.9	45,399	9,718	2,652	6,740	563	8,773	498
Osage	12.6	.0051	33.5	9.8	13.4	18.0	30.0	4.2	58,965	7,232	1,557	724	336	25,033	695
Ozark	9.2	.0036	39.8	7.0	12.6	20.0	36.6	3.5	28,590	8,939	1,137	585	270	10,723	348
Pemiscot	23.9	.0096	33.8	8.4	12.8	17.1	31.4	8.6	86,235	24,702	7,596	10,882	1,839	16,083	3,250
Perry	17.8	.0071	34.6	8.9	14.6	17.5	31.9	6.1	98,547	10,865	8,923	29,742	1,737	15,823	3,203
Pettis	37.2	.0149	36.4	9.2	14.4	20.1	32.0	14.3	221,475	39,733	18,837	27,581	6,308	63,929	5,388
Phelps	35.3	.0142	32.1	16.6	14.2	19.4	26.4	12.4	227,600	37,232	19,014	31,288	7,279	67,512	3,803
Pike	17.1	.0068	35.9	8.2	13.5	20.1	31.2	6.1	60,866	11,845	3,739	8,508	957	11,249	4,179
Polk	21.7	.0087	36.3	12.4	12.5	18.8	32.9	7.9	91,103	24,822	8,471	12,114	1,350	22,891	1,467
Pulaski	43.0	.0172	24.7	24.9	17.8	16.5	14.6	11.4	151,630	21,605	12,195	12,807	4,984	56,106	1,749
Putnam	5.6	.0023	41.7	6.9	11.3	19.5	39.1	2.1	12,973	6,261	868	605	118	1,862	223
Ralls	9.3	.0037	35.6	7.8	15.2	19.4	31.4	3.4	17,077	4,629	693	536	202	8,021	6
Randolph	26.7	.0107	34.6	10.0	17.0	18.1	31.2	9.5	127,307	27,310	9,361	17,910	3,792	32,810	3,307
Reynolds	7.0	.0028	35.6	8.2	14.3	20.0	30.9	2.7	15,865	6,130	1,074	602	149	1,540	549
Ripley	13.9	.0056	39.2	7.5	12.0	20.0	35.7	5.2	62,741	32,701	2,176	3,642	864	14,156	1,739
St. Clair	8.9	.0036	42.1	6.6	11.3	18.3	41.1	3.5	30,848	7,765	2,336	392	494	9,140	82
St. Genevieve	17.3	.0069	33.4	9.3	14.6	20.2	27.5	6.0	49,674	10,271	6,081	1,565	997	10,644	1,860
St. Francois	47.4	.0190	37.1	8.2	13.9	19.9	33.1	16.6	231,709	45,922	15,827	38,817	8,029	44,922	6,883
Saline	24.6	.0099	36.6	9.6	14.8	18.2	33.9	9.4	107,308	23,418	8,109	14,497	3,318	23,335	3,886
Schuyler	4.6	.0018	39.7	7.6	12.6	19.2	37.3	2.0	14,987	2,605	617	39	1,035	7,556	122
Scotland	5.2	.0021	41.1	7.0	11.1	18.3	39.9	2.1	19,598	5,153	1,280	2,046	116	3,156	267
Scott	41.9	.0168	32.6	9.3	16.0	20.0	26.2	15.0	272,306	67,080	23,290	28,058	8,572	53,223	4,597
Shannon	8.1	.0032	35.9	8.2	14.1	20.9	30.5	3.1	13,047	4,777	963	53	182	1,531	250
Shelby	7.6	.0031	40.7	8.0	12.0	17.5	39.7	3.0	26,988	6,629	1,485	1,214	514	7,116	1,112
Stoddard	29.9	.0119	36.9	8.2	14.1	20.8	32.0	11.3	164,851	34,980	9,870	15,394	3,438	61,418	3,227
Stone	19.1	.0077	42.4	6.3	11.9	20.2	40.1	7.8	70,536	17,528	6,095	1,652	1,769	16,931	1,609
Sullivan	6.8	.0027	41.9	7.0	12.2	18.8	40.3	2.8	14,574	4,334	668	267	599	2,444	189
Taney	26.6	.0106	42.3	9.6	11.4	18.5	41.1	10.8	178,509	35,893	29,534	13,236	2,770	30,860	2,662
Texas	22.4	.0090	37.6	7.9	13.0	21.2	32.6	8.5	93,943	18,742	5,929	9,468	1,456	30,417	1,610
Vernon	20.9	.0084	37.3	8.5	14.7	18.9	34.2	7.7	93,232	18,047	8,778	10,721	4,076	23,032	2,493
Warren	20.3	.0081	35.8	8.2	14.7	20.9	30.2	7.0	75,706	16,139	8,176	7,698	1,054	11,761	1,993
Washington	20.4	.0082	32.0	9.0	14.9	20.2	25.4	6.8	55,547	15,185	1,926	8,859	377	12,372	1,386
Wayne	12.9	.0051	40.3	7.3	11.5	20.1	37.5	5.0	40,893	12,456	3,068	4,087	1,345	8,415	1,035
Webster	24.0	.0096	34.2	8.4	14.4	21.8	27.1	8.4	95,692	21,632	6,018	11,831	2,220	17,551	834
Worth	2.5	.0010	44.1	5.9	11.6	17.8	43.3	1.1	7,957	2,801	304	14	182	1,030	90
Wright	17.3	.0070	37.7	7.9	12.7	20.2	33.6	6.3	74,063	29,836	5,944	10,080	1,991	11,076	1,275
TOTAL METRO COUNTIES	3,423.7	1.3700	33.3	10.5	17.4	21.0	25.9	1,291.1	25,200,455	4,459,798	2,656,215	3,600,835	1,025,305	6,288,990	683,354
TOTAL STATE	5,222.7	2.0904	34.1	10.3	16.2	20.4	28.1	1,951.4	34,069,784	6,329,267	3,334,040	4,684,234	1,279,500	8,295,891	871,018

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METRO & COUNTY TOTALS

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EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
COLUMBIA	1,431,797	25,372	22.7	25.1	16.7	18.6	.0455
Bacon	1,431,797	25,372	22.7	25.1	16.7	18.6	.0455
• Columbia	339,937	22,506	24.8	22.4	14.2	18.2	.0319
SUBURBAN TOTAL	591,860	29,235	19.7	29.0	20.4	19.1	.0136
JOPLIN	1,294,881	19,453	27.0	27.6	12.3	9.0	.0487
Jasper	978,733	19,755	26.8	27.3	12.6	9.5	.0359
• Joplin	457,288	18,699	27.0	25.9	11.3	9.7	.0207
Newton	416,148	18,835	28.0	28.2	11.2	7.7	.0128
SUBURBAN TOTAL	937,593	19,822	27.2	28.3	12.6	8.6	.0280
KANSAS CITY	22,825,388	29,370	18.9	26.3	19.7	20.7	.6900
Cass	733,765	27,740	19.9	28.3	19.8	16.4	.0214
Clay	2,309,689	33,294	16.2	27.0	23.4	23.4	.0696
Jackson	9,045,017	27,110	20.6	25.6	18.1	19.1	.2773
Independence	1,683,800	30,963	18.4	26.0	23.1	19.6	.0504
• Kansas City	5,997,184	25,188	21.6	25.6	16.7	17.7	.1885
Lafayette	337,994	21,698	24.6	29.2	15.2	9.2	.0096
Platte	699,612	28,866	19.2	30.8	22.6	14.6	.0206
Ray	237,325	22,011	24.2	29.5	16.5	8.2	.0067
Johnson, Kans.	6,385,073	37,288	13.8	25.3	22.3	31.4	.1847
• Clathre	850,977	33,438	16.3	28.5	24.9	22.1	.0272
Overland Park	1,949,190	39,254	12.5	24.8	23.8	33.3	.0651
Leavenworth, Kans.	812,994	29,270	18.9	26.8	21.8	17.5	.0225
• Leavenworth	475,726	26,967	20.7	26.6	20.7	15.3	.0143
Miami, Kans.	265,634	22,291	25.0	28.5	16.3	10.1	.0079
Wyandotte, Kans.	1,998,285	33,560	21.8	27.5	17.1	12.6	.0597
• Kansas City	1,850,260	33,212	22.1	27.4	16.9	12.2	.0550
SUBURBAN TOTAL	13,651,241	32,384	17.0	26.4	21.4	24.0	.3950
ST. JOSEPH	1,012,138	22,964	24.6	26.4	16.7	12.9	.0320
Buchanan	1,012,138	22,964	24.6	26.4	16.7	12.9	.0320
• St. Joseph	849,347	22,300	25.3	26.3	16.4	12.0	.0260
SUBURBAN TOTAL	162,591	27,562	20.2	27.2	18.7	18.7	.0040
ST. LOUIS	34,888,544	29,453	18.6	26.0	19.6	21.1	1.0262
Franklin	772,925	22,913	23.8	30.9	16.5	9.1	.0262
Jefferson	2,002,604	29,715	18.0	31.9	24.2	14.1	.0587
St. Charles	3,110,178	38,876	11.8	23.4	26.3	31.4	.0894
• St. Charles	703,547	34,078	17.3	24.2	21.4	27.1	.0238
St. Louis	17,065,377	35,945	15.0	25.1	21.5	30.0	.4924
Florissant	929,381	38,128	11.8	26.6	25.3	30.8	.0263
University City	679,210	29,130	19.9	24.8	16.9	24.2	.0160
St. Louis city	5,042,383	21,001	24.4	23.8	14.1	14.3	.1476
• St. Louis	5,042,383	21,001	24.4	23.8	14.1	14.3	.1476
Clinton, Ill.	376,087	24,424	22.5	30.5	17.6	11.8	.0110
Jersey, Ill.	215,876	22,679	25.5	32.3	16.3	7.6	.0070
Madison, Ill.	2,828,116	33,620	22.4	29.8	18.2	9.4	.0915
• Alton	324,575	18,514	25.5	27.6	13.1	5.8	.0137
• Granite City	378,925	22,825	22.2	29.4	17.5	8.5	.0127
Monroe, Ill.	255,900	25,217	21.3	30.4	19.2	11.0	.0078
St. Clair, Ill.	2,999,098	33,125	20.9	25.5	16.6	13.6	.0946
• Belleville	574,241	23,733	23.3	26.6	16.2	14.4	.0206
• East St. Louis	308,616	11,186	20.9	16.7	8.8	7.2	.0102
SUBURBAN TOTAL	27,336,257	32,254	16.7	26.8	21.4	23.7	.7976
SPRINGFIELD	2,764,157	22,125	25.2	27.9	14.7	12.0	.0965
Christian	302,513	20,845	26.1	30.5	13.4	8.2	.0095
Greene	2,461,644	22,329	25.1	27.6	14.9	12.5	.0870
• Springfield	1,690,038	20,460	26.9	26.8	13.5	10.7	.0675
SUBURBAN TOTAL	1,074,119	25,139	22.0	29.9	16.9	14.3	.0290
OTHER COUNTIES							
Adair	231,048	17,059	28.2	24.3	11.2	7.9	.0084
Andrew	162,879	23,411	25.7	30.8	16.4	10.8	.0043
Atchison	76,754	17,963	29.9	29.2	9.2	6.5	.0023
Audrain	250,086	20,552	26.4	31.4	13.1	6.8	.0079
Barry	251,253	16,685	29.4	24.9	9.7	6.9	.0080

METRO AREA County City	Total EBI (\$'000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Barton	99,622	15,527	34.7	23.6	8.1	4.0	.0032
Bates	162,408	17,917	26.1	24.4	11.3	9.5	.0048
Benton	98,644	11,945	31.8	18.2	4.8	3.6	.0036
Bollinger	78,322	13,533	30.8	21.1	7.6	2.7	.0027
Butler	354,370	15,976	25.9	23.1	9.4	8.4	.0129
Caldwell	74,499	16,158	27.2	24.4	10.4	5.6	.0021
Callaway	380,831	26,971	20.2	29.0	20.5	13.7	.0112
Camden	325,050	21,576	28.0	27.4	13.5	13.0	.0114
Cape Girardeau	703,497	21,727	25.5	27.1	15.5	11.1	.0262
Carroll	99,224	15,504	29.7	23.0	8.0	6.7	.0031
Carter	41,073	14,551	31.7	22.3	7.6	5.2	.0013
Cedar	101,801	13,831	32.2	19.8	7.4	4.6	.0034
Chariton	75,203	13,115	29.0	20.9	6.8	4.5	.0023
Clark	72,086	17,530	28.2	26.3	9.4	7.4	.0023
Clinton	164,494	20,381	25.1	29.1	13.9	7.7	.0052
Cole	860,802	30,448	19.5	25.4	21.7	20.9	.0308
Cooper	137,034	18,377	28.8	28.7	11.0	5.7	.0044
Crawford	197,048	18,614	27.7	26.5	12.3	8.3	.0062
Dade	59,887	13,303	32.9	20.4	6.3	3.3	.0018
Dallas	108,782	13,746	30.3	20.6	6.9	5.8	.0036
Davies	81,806	15,724	31.4	23.4	7.7	6.8	.0025
De Kalb	78,907	17,642	26.8	25.1	11.0	8.4	.0022
Dent	124,281	15,947	30.1	25.1	8.2	5.8	.0041
Douglas	100,834	14,744	31.2	21.5	8.1	5.9	.0036
Dunklin	295,778	15,595	27.9	22.4	9.9	7.0	.0101
Gasconade	134,563	19,082	27.0	28.1	11.7	7.9	.0043
Gentry	66,939	15,663	30.0	24.2	8.1	6.5	.0022
Grundy	119,675	18,839	26.2	26.8	12.1	8.1	.0035
Harrison	91,896	15,466	28.4	21.6	8.8	7.7	.0036
Henry	188,398	15,386	27.3	22.6	10.8	6.1	.0066
Hickory	56,783	12,016	32.1	19.0	4.4	3.2	.0017
Holt	69,408	19,258	26.9	27.9	12.2	8.1	.0019
Howard	89,031	17,062	26.5	27.3	9.3	7.2	.0026
Howell	263,403	15,524	30.9	24.6	7.9	5.2	.0096
Iron	124,715	23,119	24.9	23.2	19.4	12.7	.0035
Johnson	383,744	19,887	28.6	27.1	13.4	9.3	.0119
Knox	38,181	12,662	30.6	19.5	5.5	3.8	.0012
Laclede	256,445	17,327	29.5	25.7	10.7	6.9	.0095
Lawrence	279,321	17,343	30.1	25.8	11.3	5.9	.0087
Lewis	103,953	23,071	22.7	30.8	13.8	11.4	.0031
Lincoln	287,602	22,788	24.6	29.2	16.2	10.4	.0088
Linn	159,687	17,934	30.7	24.9	10.9	9.2	.0048
Livingston	140,535	16,472	28.2	24.8	10.3	6.0	.0050
McDonald	136,542	15,512	30.3	25.6	7.5	4.6	.0044
Macon	117,703	13,241	32.0	21.3	5.4	3.6	.0045
Madison	107,271	15,258	27.7	23.3	10.3	5.3	.0034
Marion	67,622	16,287	29.3	27.0	7.7	4.9	.0020
Marian	329,770	23,148	24.6	26.6	17.0	12.2	.0104
Mercer	34,422	14,937	28.2	23.8	7.8	6.1	.0009
Miller	204,625	20,527	28.0	27.0	14.0	10.1	.0074
Mississippi	121,164	14,522	29.0	20.3	8.0	7.1	.0043
Moniteau	96,497	15,856	32.6	24.2	10.1	4.6	.0034
Monroe	81,524	17,681	28.9	27.2	11.2	5.2	.0026
Montgomery	101,232	17,545	31.0	26.2	9.6	6.6	.0039
Morgan	134,779	15,238	32.1	22.7	8.2	5.7	.0050
New Madrid	191,764	16,688	25.9	21.4	10.9	10.1	.0060
Nodaway	233,633	21,237	26.0	25.9	14.2	12.5	.0069
Oregon	57,680	10,297	30.9	14.5	3.8	2.2	.0025
Osage	107,926	20,165	23.4	31.6	10.6	8.1	.0037
Ozark	64,673	12,782	32.2	19.6	4.8	4.3	.0021
Pemisco	188,460	14,645	28.7	21.1	8.4	6.7	.0064
Perry	128,659	16,423	30.7	27.2	9.4	3.1	.0051
Pettis	409,773	20,477	26.9	26.3	13.9	10.9	.0131

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EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D	
Phelps	341,732	18,911	25.7	26.5	11.9	9.4	.0120
Pike	143,597	16,352	30.2	24.9	9.2	6.6	.0046
Polk	191,549	16,429	28.9	24.7	9.4	6.9	.0062
Pulaski	362,334	17,541	35.6	28.0	9.6	4.5	.0115
Putnam	57,225	18,377	27.8	23.7	12.2	10.0	.0017
Rolls	88,815	20,585	26.1	31.7	13.8	5.9	.0024
Randolph	239,712	18,141	27.0	25.9	12.3	7.6	.0080
Reynolds	59,578	16,131	23.6	26.8	11.3	4.2	.0018
Ripley	99,706	13,523	32.6	20.4	6.1	4.2	.0036
St. Clair	72,849	13,818	29.0	20.6	7.3	6.2	.0024
Ste. Genevieve	172,256	23,178	25.8	30.5	16.7	10.1	.0048
St. Francois	463,947	21,453	24.8	29.1	14.1	9.7	.0150
Saline	218,140	17,353	29.1	27.0	10.5	5.4	.0071
Schuyler	31,719	11,282	31.0	17.4	3.6	3.0	.0012
Scotland	39,648	11,957	29.9	17.7	5.6	5.7	.0014
Scott	403,374	19,849	25.3	26.2	14.0	9.5	.0143

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D	
Shannon	62,119	14,167	30.6	24.1	6.9	4.4	.0017
Shelby	60,414	14,309	31.8	23.0	7.3	4.4	.0020
Stoddard	266,175	16,514	29.1	24.5	9.7	6.9	.0094
Stone	252,259	23,624	24.4	29.9	14.2	14.9	.0065
Sullivan	39,705	9,485	29.2	13.4	2.5	2.5	.0014
Taney	254,531	16,882	34.2	25.2	9.5	6.0	.0092
Texas	175,489	14,525	31.5	23.0	7.2	4.8	.0061
Vernon	196,245	17,592	28.4	26.0	10.9	7.7	.0062
Warren	216,758	23,260	24.8	26.9	16.1	13.0	.0062
Washington	142,475	15,844	28.3	27.6	8.1	3.8	.0048
Wayne	88,543	11,589	31.0	17.9	5.3	2.9	.0032
Webster	196,133	16,703	27.7	27.8	8.5	5.4	.0065
Worth	21,468	13,025	31.1	21.1	5.9	4.8	.0007
Wright	124,914	13,482	31.6	20.0	5.2	5.0	.0046
TOTAL METRO COUNTIES	47,959,842	28,786	19.5	26.0	19.0	20.7	1.4422
TOTAL STATE	64,664,542	24,484	22.4	25.7	16.4	16.4	1.9951

Montana

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% OF U.S.	Median Age OF Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
BILLINGS	116.4	.0486	31.5	10.9	19.1	20.9	22.5	45.9
Yellowstone	116.4	.0466	31.5	10.9	19.1	20.9	22.5	45.9
* Billings	79.6	.0319	32.4	12.1	18.8	19.7	25.5	33.4
SUBURBAN TOTAL	36.8	.0147	29.6	8.4	19.7	23.7	15.6	12.5
GREAT FALLS	78.3	.0314	32.0	11.6	17.2	21.7	23.1	30.6
Cascade	78.3	.0314	32.0	11.6	17.2	21.7	23.1	30.6
* Great Falls	57.5	.0230	33.7	10.8	16.5	21.7	26.2	23.9
SUBURBAN TOTAL	20.8	.0084	28.0	13.8	19.2	21.7	14.9	6.7
OTHER COUNTIES								
Beaverhead	8.3	.0034	32.6	11.2	16.7	20.5	25.5	3.2
Big Horn	10.8	.0043	28.8	9.8	17.6	19.5	19.6	3.2
Blaine	7.1	.0028	31.0	9.1	15.9	18.1	25.5	2.5
Broadwater	3.8	.0016	34.2	7.8	15.5	20.8	28.0	1.6
Carbon	8.3	.0033	37.9	6.3	15.2	19.4	34.5	3.5
Carter	1.6	.0006	37.9	7.7	13.5	22.2	32.3	.6
Chouteau	5.7	.0022	35.2	7.6	15.8	19.5	30.8	2.2
Custer	12.1	.0049	33.8	9.5	15.8	18.4	29.7	5.1
Daniels	2.7	.0011	37.2	6.4	15.3	19.7	33.4	1.0
Dawson	10.2	.0040	30.6	11.7	17.5	19.1	23.3	4.0
Deer Lodge	10.2	.0041	35.6	8.3	15.3	18.5	32.2	3.9
Fallon	3.3	.0014	31.8	9.5	16.4	19.8	25.0	1.3
Fergus	12.3	.0049	36.1	8.2	14.9	18.9	32.6	4.8
Flathead	60.1	.0240	32.4	8.6	19.0	21.3	23.8	23.8
Gallatin	49.0	.0196	28.3	20.6	20.6	18.1	18.2	18.8
Garfield	1.6	.0007	33.4	9.3	16.0	19.3	28.2	.6
Glacier	11.3	.0045	29.8	9.5	17.0	19.0	22.2	3.8
Golden Valley	1.0	.0004	37.5	6.3	12.2	20.3	33.3	.4
Granite	3.0	.0012	35.8	6.8	15.7	19.9	31.4	1.1
Hill	17.9	.0072	30.1	12.5	17.7	18.1	23.7	6.9
Jefferson	8.9	.0035	31.9	7.3	19.4	22.3	21.7	3.2
Judith Basin	2.5	.0010	36.3	6.7	14.9	21.5	30.6	1.0
Lake	22.4	.0090	33.5	8.0	15.6	19.5	28.1	8.3
Lewis and Clark	48.0	.0192	31.7	10.4	19.8	20.9	22.5	19.6
Liberty	2.3	.0009	34.1	9.0	15.7	21.2	27.4	1.0
Lincoln	18.3	.0074	31.4	8.2	17.7	22.9	20.7	6.8
McCone	2.4	.0009	33.0	7.5	15.1	19.2	27.8	.9
Madison	5.5	.0022	37.3	7.0	15.3	20.8	32.8	2.2
Meagher	1.9	.0008	36.0	7.6	16.1	21.9	29.7	.8
Mineral	3.9	.0015	31.7	9.1	18.4	21.8	22.1	1.6
Missoula	78.5	.0315	30.4	14.1	21.6	21.0	19.0	32.2
Musselshell	4.3	.0017	35.1	6.4	16.8	17.4	32.7	1.7

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
976,472	204,022	100,372	121,910	54,060	237,883	16,344
976,472	204,022	100,372	121,910	54,060	237,883	16,344
905,270	182,026	92,717	116,607	53,403	230,974	14,549
71,202	21,996	7,655	5,303	657	6,909	1,795
552,062	120,194	56,919	76,599	32,660	127,730	13,237
552,062	120,194	56,919	76,599	32,660	127,730	13,237
513,207	117,868	50,523	63,152	31,057	117,145	13,218
38,855	2,326	6,396	13,447	1,603	10,585	19
36,653	11,733	3,621	687	1,520	6,620	998
38,117	11,301	3,074	1,251	286	8,184	882
22,219	7,624	1,600	32	284	6,311	469
9,339	3,890	1,282	397	292	615	591
23,075	6,582	3,533	258	228	2,855	2,629
3,013	1,085	307	157	44	106	4
15,533	4,334	1,057	250	500	4,409	446
79,663	30,087	9,305	6,362	1,306	4,904	3,364
6,663	1,665	896	140	180	1,769	778
52,753	14,247	4,753	4,614	1,979	7,980	2,822
41,529	13,865	4,800	774	1,015	10,237	3,745
12,449	3,536	1,091	638	206	3,110	358
51,764	10,964	4,833	3,462	1,974	11,593	1,809
442,628	102,799	51,976	49,074	22,836	99,637	8,764
386,351	74,098	37,428	25,196	18,618	77,972	17,940
5,190	1,080	417	191	27	76	233
49,730	11,434	4,549	2,647	1,291	9,415	1,596
1,875	1,102	382	10	39	106	3
7,840	2,023	976	22	91	1,260	137
93,262	26,399	8,949	10,175	4,344	16,082	2,018
17,829	6,876	3,697	312	235	1,456	80
3,426	631	812	351	147	631	5
93,769	29,012	9,543	2,577	2,132	15,865	4,555
325,293	85,087	34,496	38,006	16,871	47,421	8,965
7,218	2,783	593	14	60	995	936
81,171	28,665	7,654	3,340	2,111	15,719	2,467
7,271	3,249	511	144	91	730	158
16,256	4,232	2,811	168	135	756	683
5,751	2,168	1,250	8	31	1,211	176
14,731	3,823	2,237	38	149	997	587
631,690	122,896	64,536	79,579	32,809	141,490	10,794
14,061	3,930	1,376	609	546	2,203	10

METRO & COUNTY TOTALS

MONT. (cont.)

POPULATION—12/31/89



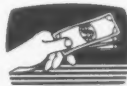
S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- motive (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Park	12.0	.0048	35.1	7.6	17.9	20.0	30.1	5.1	65,035	20,733	6,174	670	1,159	11,471	2,290	
Petroleum	.6	.0002	32.7	8.5	15.7	19.3	27.0	.2	799	448	55	7	25	62	2	
Phillips	5.4	.0022	33.6	9.0	15.0	18.8	29.1	2.1	21,107	5,466	2,318	933	207	4,098	1,678	
Pondera	6.8	.0027	33.6	8.3	15.0	20.3	27.6	2.6	26,043	5,945	2,047	551	856	10,454	1,198	
Powder River	2.2	.0009	32.9	7.7	18.2	19.9	26.3	.9	3,866	131	579	14	62	1,033	132	
Powell	7.1	.0028	33.5	10.3	20.3	21.4	25.7	2.4	23,857	7,882	2,591	706	59	6,527	558	
Prairie	1.7	.0007	36.9	6.4	14.6	18.7	34.0	.7	1,814	215	380	7	27	361	193	
Ravalli	27.1	.0109	35.4	6.3	15.9	22.4	28.2	10.2	88,509	30,361	9,475	2,330	2,732	13,550	3,558	
Richland	11.9	.0047	30.2	11.7	17.6	18.0	23.6	4.2	54,924	8,257	5,719	4,388	2,985	13,607	2,671	
Roosevelt	11.0	.0044	30.3	9.4	17.0	18.3	23.7	3.7	51,974	15,686	2,985	1,182	582	9,185	1,384	
Rosebud	11.9	.0048	28.0	9.9	18.9	19.8	16.9	4.1	37,105	12,463	3,492	683	530	8,830	584	
Sanders	9.0	.0036	34.7	6.8	16.1	21.0	28.5	3.8	24,516	10,375	2,613	397	263	1,473	1,335	
Sheridan	5.0	.0020	36.4	9.1	14.7	18.6	33.2	2.0	23,951	5,967	3,469	399	1,677	2,370	867	
Silver Bow	33.9	.0136	35.3	9.0	15.1	19.3	31.1	14.1	221,029	46,129	28,513	16,744	14,827	45,018	12,099	
Stillwater	6.7	.0026	36.3	6.7	16.1	19.7	32.2	2.7	33,136	6,589	2,639	536	398	4,777	643	
Sweet Grass	3.1	.0013	39.1	6.4	13.8	20.7	35.3	1.2	15,463	2,742	1,844	22	375	3,838	517	
Teton	6.4	.0025	36.4	6.8	14.1	20.7	31.4	2.5	16,171	3,836	1,021	166	237	6,323	825	
Toole	5.2	.0021	33.4	9.2	16.1	18.9	28.6	2.2	19,224	7,270	2,905	12	470	1,657	1,485	
Treasure	.9	.0004	35.5	7.4	15.6	21.4	29.3	.4	884	188	310	1	6	14		
Valley	9.0	.0036	32.7	8.3	15.9	20.5	25.9	3.6	41,438	10,512	4,035	3,110	1,065	7,644	2,082	
Wheatland	2.2	.0009	37.1	6.5	15.0	19.7	33.2	.9	5,733	2,339	546	12	55	775	5	
Wibaux	1.3	.0005	32.8	7.6	17.0	17.2	29.1	.5	860	56	130	7	26	66	2	
TOTAL METRO COUNTIES	194.7	.0780	31.7	11.2	18.4	21.2	22.7	76.5	1,528,534	324,216	157,291	198,509	86,720	365,613	29,581	
TOTAL STATE	814.3	.3260	32.1	10.6	18.0	20.4	24.3	318.2	4,904,084	1,161,006	515,498	462,869	227,520	1,021,461	142,691	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hsd. EBI	% of Hds. by EBI Group:				Buying Power Index	METRO AREA County City	Total EBI (\$000)	Median Hsd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D					A	B	C	D	
BILLINGS	1,327,434	22,797	24.4	30.4	15.6	10.3	.0466	Liberty	27,539	19,000	29.9	24.5	11.3	11.5	.0008
Yellowstone	1,327,434	22,797	24.4	30.4	15.6	10.3	.0466	Lincoln	160,453	20,128	27.2	24.3	11.9	4.0	.0053
• Billings	949,395	21,556	25.4	27.9	14.8	10.5	.0366	McCone	17,420	15,000	30.8	26.1	6.8	3	.0017
SUBURBAN TOTAL	378,039	25,155	21.7	37.1	17.4	10.0	.0100	Madison	49,746	17,000	31.5	24.3	12.0	6.0	.0003
GREAT FALLS	868,443	21,945	25.8	29.7	15.5	9.5	.0290	Meagher	15,246	13,857	31.6	24.0	5.1	4.1	.0005
Cascade	868,443	21,945	25.8	29.7	15.5	9.5	.0290	Mineral	32,557	18,148	28.8	34.0	8.4	1.6	.0011
• Great Falls	676,274	22,244	24.5	29.0	16.2	10.0	.0238	Missoula	908,208	21,563	26.1	29.6	14.0	10.0	.0312
SUBURBAN TOTAL	192,169	21,098	30.4	32.0	13.0	7.9	.0052	Musselshell	34,896	15,435	29.9	26.5	8.6	3.5	.0011
OTHER COUNTIES								Park	128,257	19,760	27.8	29.9	13.6	6.0	.0040
Beaverhead	77,909	18,035	28.7	27.7	9.7	7.5	.0023	Petroleum	5,003	16,778	35.5	20.5	8.5	7.0	.0001
Big Horn	77,564	18,895	28.3	28.1	11.9	7.4	.0028	Phillips	46,016	16,956	29.6	28.6	8.0	4.6	.0015
Blaine	44,606	13,272	29.3	22.9	5.1	3.3	.0017	Pondera	69,214	20,547	25.0	30.6	12.3	8.2	.0021
Broadwater	33,570	16,271	36.3	24.4	8.9	4.4	.0009	Powder River	18,510	15,200	34.7	26.2	8.2	4.1	.0005
Carbon	72,490	15,973	32.1	27.2	6.5	4.5	.0021	Powell	52,686	17,314	33.8	28.7	7.9	4.7	.0017
Carter	10,069	12,316	29.5	20.7	4.7	3.3	.0005	Prairie	11,363	11,962	32.8	16.9	4.9	3.1	.0004
Chouteau	53,468	17,944	32.8	27.7	9.9	7.2	.0016	Ravalli	218,369	16,470	30.6	26.4	9.5	4.3	.0070
Custer	116,767	16,770	27.4	25.7	10.6	6.4	.0042	Richland	148,721	28,840	16.7	29.3	19.5	19.6	.0042
Daniels	26,731	19,769	28.4	27.3	12.3	9.8	.0007	Roosevelt	101,949	20,957	28.2	30.6	11.6	10.2	.0034
Dawson	109,659	23,137	24.2	33.0	16.5	8.3	.0033	Rosebud	114,703	22,308	24.4	23.7	20.8	9.1	.0033
Deer Lodge	97,995	20,505	24.4	33.5	12.9	4.9	.0030	Sanders	74,655	14,864	34.6	24.2	7.2	3.0	.0022
Fallon	41,592	25,846	21.7	32.0	17.6	12.7	.0132	Sheridan	59,980	22,745	23.7	30.3	13.9	12.7	.0017
Fergus	101,644	15,039	30.7	24.1	8.0	5.4	.0014	Silver Bow	364,463	20,121	23.6	28.1	13.9	8.3	.0023
Flathead	647,957	21,929	25.6	32.4	13.0	9.2	.0224	Stillwater	61,229	18,027	29.5	26.8	13.3	4.4	.0120
Gallatin	548,983	21,921	26.2	29.4	14.2	10.7	.0190	Sweet Grass	22,553	13,437	33.7	21.9	6.8	2.9	.0008
Garfield	13,859	16,182	35.7	19.7	10.8	7.7	.0004	Teton	64,493	19,543	27.0	28.5	11.1	9.2	.0017
Glacier	100,152	19,207	27.3	23.4	15.9	9.4	.0032	Toole	59,971	20,114	27.0	28.8	11.5	9.9	.0018
Golden Valley	7,491	14,941	34.0	23.5	6.3	4.5	.0004	Treasure	7,777	15,154	34.6	24.4	5.8	5.0	.0002
Granite	26,020	18,000	28.4	27.4	12.2	6.2	.0006	Valley	85,368	18,298	28.8	26.2	14.1	5.4	.0028
Hill	208,112	23,035	25.8	25.7	17.7	12.5	.0063	Wheatland	19,477	16,885	34.5	27.7	6.7	5.7	.0005
Jefferson	74,308	18,910	31.4	31.8	9.6	5.2	.0021	Wibaux	10,272	14,647	30.0	24.2	4.4	7.2	.0002
Judith Basin	25,905	19,395	29.2	28.0	10.2	9.5	.0007	TOTAL METRO COUNTIES	2,195,877	22,438	24.9	30.1	15.6	10.0	.0756
Lake	175,383	15,603	31.2	25.5	8.1	4.4	.0061	TOTAL STATE	8,426,508	20,402	26.7	29.0	13.4	8.5	.2787
Lewis and Clark	547,803	22,464	25.9	30.2	16.2	9.2	.0178								

Nebraska

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
LINCOLN	212.1	.0849	30.7	16.2	19.9	18.6	22.8	84.3	
Lancaster	212.1	.0849	30.7	16.2	19.9	18.6	22.8	84.3	
• Lincoln	190.8	.0764	30.4	17.3	20.3	17.8	22.9	76.7	
SUBURBAN TOTAL	21.3	.0085	33.0	6.9	17.4	25.1	21.4	7.6	
OMAHA	620.1	.2481	31.4	10.7	18.5	20.9	22.4	232.2	
Douglas	415.1	.1661	31.8	11.0	18.7	19.8	24.2	158.9	
• Omaha	373.0	.1493	32.7	11.6	17.1	19.5	26.6	146.3	
Sarpy	100.5	.0402	28.3	10.8	20.8	25.4	10.7	33.1	
Washington	16.3	.0065	33.9	9.3	15.4	21.8	26.5	6.1	
Pottawattamie, Iowa	88.2	.0353	33.0	9.8	15.8	20.3	26.6	34.1	
• Council Bluffs	57.2	.0229	32.7	10.8	16.2	18.7	27.6	23.1	
SUBURBAN TOTAL	189.9	.0759	29.0	9.0	21.8	24.1	12.8	62.8	

OTHER COUNTIES

Adams	29.8	.0119	30.4	11.9	15.8	18.3	31.0	12.1	
Antelope	8.3	.0033	36.7	7.3	13.9	17.4	34.6	3.1	
Arthur	.5	.0002	37.2	8.8	12.2	22.0	31.6	.2	
Banner	.9	.0004	35.9	7.7	14.0	22.5	29.0	.3	
Blaine	.9	.0003	35.5	8.4	12.9	21.9	29.0	.3	
Boone	6.8	.0028	37.2	8.0	12.7	17.8	35.0	2.5	
Box Butte	14.2	.0057	31.0	11.3	19.0	16.7	25.6	5.2	
Boyd	3.1	.0012	43.8	7.9	11.3	17.0	42.5	1.3	
Brown	3.8	.0015	37.5	7.4	13.9	18.8	34.5	1.6	
Buffalo	37.7	.0151	29.4	18.1	16.9	16.3	24.3	13.9	
Burt	8.3	.0033	41.0	6.7	12.7	18.2	39.1	3.4	
Burlingame	9.0	.0036	38.4	7.4	13.0	17.5	36.7	3.4	
Cass	22.9	.0092	34.0	8.6	15.8	21.5	26.9	8.4	
Cedar	10.6	.0042	34.8	8.1	12.8	16.0	33.8	3.9	
Chase	4.8	.0020	35.7	7.2	14.2	19.7	31.3	1.9	
Cherry	6.5	.0026	35.7	8.6	14.7	20.9	30.2	2.5	
Cheyenne	10.1	.0040	36.6	9.2	13.9	18.9	33.2	4.2	
Clay	7.6	.0030	36.8	8.1	13.6	18.7	33.7	2.9	
Colfax	9.1	.0037	38.0	8.2	12.8	17.3	36.3	3.5	
Cuming	11.3	.0045	36.4	8.0	13.1	18.3	33.4	4.1	
Custer	12.4	.0050	39.0	6.9	13.6	18.1	37.0	4.9	
□ Dakota	18.0	.0072	30.6	9.9	18.5	19.0	22.7	6.6	
Dawes	9.2	.0037	31.5	17.9	14.6	15.7	29.1	3.5	
Dawson	21.3	.0085	33.7	8.4	16.4	19.2	28.7	8.1	
Deuel	2.2	.0009	41.5	6.4	11.5	18.4	40.2	1.0	
Dixon	6.6	.0026	36.9	7.8	13.2	17.7	34.6	2.6	
Dodge	35.7	.0143	35.1	9.8	14.9	19.6	30.5	14.1	
Dundy	2.6	.0011	41.3	7.2	13.5	16.8	40.5	1.2	
Fillmore	7.3	.0029	39.3	6.6	13.8	18.7	36.9	2.9	
Franklin	4.0	.0016	44.6	6.1	11.1	17.6	43.9	1.5	
Frontier	3.4	.0014	35.9	10.1	14.0	19.9	31.5	1.4	
Furnas	6.0	.0024	43.2	6.8	12.3	16.5	42.8	2.5	
Gage	23.3	.0093	38.2	8.6	14.6	19.4	35.1	8.9	
Garden	2.7	.0011	42.8	6.4	12.4	20.5	40.6	1.0	
Garfield	2.1	.0008	41.2	5.9	11.6	19.7	39.7	.9	
Gosper	2.0	.0008	38.5	7.4	13.1	20.3	34.6	.8	
Grant	.9	.0004	33.4	8.7	16.2	20.6	26.8	.3	
Greeley	3.1	.0012	37.3	7.5	11.6	17.2	35.4	1.2	
Hall	48.5	.0194	32.6	9.3	17.7	19.3	26.4	18.6	
Hamilton	9.3	.0038	34.5	8.0	15.6	19.9	29.3	3.5	
Harlan	4.0	.0016	41.5	6.3	13.1	18.1	40.2	1.7	
Hayes	1.4	.0005	36.3	7.1	15.3	20.0	31.8	.5	
Hitchcock	3.8	.0015	37.6	7.5	13.8	17.8	35.5	1.5	
Holt	13.2	.0053	34.4	8.4	14.6	17.8	31.2	4.9	
Hooper	1.0	.0004	39.3	7.7	13.0	18.8	36.8	.4	
Howard	6.5	.0026	36.8	7.0	13.0	19.0	33.4	2.4	
Jefferson	9.0	.0036	40.4	8.5	13.2	18.3	38.6	3.6	
Johnson	4.8	.0019	41.7	6.9	11.6	17.9	40.4	2.0	
Keosauqua	6.9	.0028	36.8	8.2	14.8	19.9	32.7	2.7	
Keith	9.1	.0036	35.5	8.2	14.7	21.6	29.2	3.6	
Keya Paha	1.1	.0005	36.6	7.6	12.9	20.9	31.6	.5	
Kimball	4.5	.0018	35.5	8.5	14.1	20.0	30.8	1.8	
Knox	10.5	.0042	38.4	7.4	12.9	17.3	36.7	3.9	
Lincoln	33.9	.0136	32.4	9.6	16.9	19.7	26.0	12.7	
Loup	.9	.0003	34.3	7.8	14.5	19.0	30.0	.4	
Loup	.8	.0003	38.6	9.1	10.6	21.1	34.3	.3	
McPherson	.6	.0003	38.5	9.7	10.8	17.8	36.2	.2	
Madison	33.3	.0133	32.9	11.9	16.4	17.6	29.0	12.7	
Merrick	8.5	.0034	35.9	7.7	13.7	19.6	31.7	3.1	
Morrill	5.7	.0023	36.2	8.0	14.2	19.4	32.3	2.4	
Nance	4.3	.0017	38.4	7.5	12.5	17.8	36.2	1.7	

Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
1,529,543	303,018	151,042	205,116	53,873	339,379	41,833
1,529,543	303,018	151,042	205,116	53,873	339,379	41,833
1,506,956	301,022	148,031	204,741	53,765	338,358	41,815
22,587	1,996	3,011	375	108	1,021	18
4,579,452	898,620	503,323	583,713	280,408	1,098,680	128,666
3,481,232	694,767	405,874	437,532	263,470	773,446	92,284
3,404,079	688,049	392,712	437,460	259,114	748,364	91,666
427,704	104,314	43,124	89,331	5,631	75,561	10,321
68,978	7,948	7,195	3,467	1,391	29,662	1,300
601,538	91,591	47,130	53,383	9,536	220,011	24,761
485,449	82,269	39,438	51,491	9,009	159,445	22,437
689,924	128,302	71,173	94,762	11,925	190,871	14,563
198,761	52,165	20,052	25,709	8,754	42,191	6,168
29,579	3,514	2,157	81	487	11,632	371
759	18	161	2	7	22	1
36	6	4	1	3	8	
1,337	11	47	1	5	227	
36,122	7,150	2,588	262	401	10,682	1,125
56,021	15,756	4,692	7,908	1,382	12,254	1,746
7,893	2,402	726	340	243	608	11
13,948	3,016	1,472	576	433	3,373	482
259,153	47,010	30,552	36,699	12,113	49,693	4,806
26,285	5,913	2,282	872	722	6,482	1,467
27,562	7,005	1,662	545	387	6,364	752
49,354	10,071	6,352	701	610	16,761	1,559
27,239	7,057	2,124	276	573	4,078	837
20,354	4,851	1,015	129	697	4,718	674
33,743	7,381	3,863	2,089	1,615	10,491	601
208,709	14,615	5,219	8,827	5,678	13,306	4,803
25,485	8,249	2,420	209	347	5,838	321
34,431	7,599	5,017	1,880	1,252	6,298	1,199
48,112	9,810	3,400	512	1,051	12,761	925
53,767	14,359	3,382	2,929	772	13,364	1,802
63,238	14,728	11,335	874	3,729	11,416	1,809
56,249	11,147	5,291	2,456	789	17,236	1,590
106,294	27,274	8,121	8,330	2,812	17,919	3,942
16,720	1,176	2,596	164	646	3,712	454
14,160	4,814	838	194	174	2,547	467
265,364	41,723	20,067	37,400	6,016	92,135	8,246
6,219	2,523	631	10	35	1,644	93
19,514	4,641	2,827	850	1,309	4,748	855
12,051	3,298	993	33	346	1,966	338
6,475	1,194	729	3	9	2,878	110
22,029	5,864	1,112	362	642	6,996	956
121,001	24,539	10,197	13,223	3,327	28,672	4,115
6,983	1,981	554	135	31	390	241
12,752	2,143	680	9	156	1,024	269
1,871	491	353	18	60	205	147
1,967	453	411	3	175	38	1
6,432	2,312	533	19	71	614	258
425,804	45,826	43,470	93,289	15,625	91,532	6,831
27,330	4,828	1,564	1,500	481	7,400	2,702
13,177	2,806	1,179	440	616	2,844	335
2,309	787	82	2	9	29	1
9,085	1,970	716	24	87	795	96
69,965	13,372	4,282	5,791	1,887	18,481	1,536
4,048	1,903	104	112	38	395	4
16,657	4,426	1,471	44	827	2,112	869
44,873	10,074	3,623	6,594	2,050	9,972	1,067
14,504	1,745	2,095	687	388	2,231	698
19,862	4,030	2,404	588	403	3,695	347
73,606	13,570	5,903	4,455	973	19,596	819
2,737	433	201	4	14	52	2
22,059	5,124	1,856	1,783	273	6,242	836
32,609	7,399	3,190	604	371	8,144	1,195
195,934	33,812	21,740	28,625	7,123	45,831	8,732
1,891	251	55	180	21	65	2
1,174	225	280	2	193	34	1
984	703	50	1	5	15	
249,199	52,947	22,319	54,823	14,419	42,315	4,527
33,647	8,316	2,480	602	249	5,845	233
11,711	2,520	1,106	242	47	5,496	318
7,361	2,522	6				

METRO & COUNTY TOTALS

NEB. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Nemaha	8.2	.0033	36.0	11.1	15.5	16.3	34.9	3.2	26,751	3,733	3,178	2,622	634	8,530	564	
Nuckolls	6.3	.0025	40.2	7.0	12.6	18.4	38.1	2.5	29,662	9,082	1,983	706	768	3,279	1,783	
Otoe	14.7	.0059	39.1	7.3	13.3	18.5	36.9	5.9	71,670	16,302	7,800	6,270	1,056	17,594	3,017	
Pawnee	3.5	.0014	46.4	5.9	10.9	17.7	45.6	1.5	8,184	3,517	817	30	271	350	438	
Perkins	3.8	.0015	37.3	7.2	14.1	18.9	34.3	1.5	8,938	2,476	404	176	284	835	267	
Phelps	9.9	.0040	37.2	7.7	15.0	19.5	33.4	3.7	49,196	7,421	3,129	1,766	1,700	15,175	2,803	
Pierce	8.4	.0033	36.9	8.4	12.7	18.8	33.8	3.1	26,404	7,369	1,605	456	893	5,270	957	
Platte	30.1	.0121	32.2	9.6	16.7	19.3	26.0	11.0	194,954	42,574	18,893	29,287	5,473	37,256	5,432	
Polk	5.9	.0024	38.8	6.0	13.7	17.8	37.1	2.3	11,529	3,241	1,460	521	76	1,495	430	
Red Willow	12.3	.0049	35.1	10.0	14.7	18.6	31.5	4.9	99,247	19,709	6,978	16,959	3,042	28,229	2,777	
Richardson	10.1	.0040	41.7	7.2	12.4	17.5	40.9	4.2	46,777	9,773	3,193	5,881	1,563	12,755	1,261	
Rock	2.3	.0009	34.6	7.0	16.7	18.9	30.5	.9	6,256	637	113	196	19	2,475	161	
Saline	12.8	.0052	37.9	11.8	13.0	16.8	36.6	4.9	81,712	13,378	5,899	6,668	10,903	25,820	2,509	
Saunders	19.2	.0077	35.9	7.6	14.6	20.2	31.1	7.1	72,323	10,914	5,319	3,167	3,453	25,496	948	
Scotts Bluff	37.5	.0150	33.3	9.1	16.3	19.2	28.0	14.2	260,460	69,285	19,677	40,237	7,527	58,648	3,210	
Seward	16.6	.0066	32.5	14.7	14.6	17.9	28.4	6.0	58,881	13,649	7,309	9,365	1,565	14,421	2,073	
Sheridan	7.3	.0029	37.2	7.5	13.8	18.1	34.6	2.8	26,965	6,318	2,506	766	1,089	5,043	1,148	
Sherman	3.7	.0015	39.7	6.2	11.4	17.9	38.1	1.5	8,535	1,299	1,032	25	614	1,274	117	
Sioux	1.8	.0007	37.0	7.7	13.9	22.9	30.1	.7	2,826	231	45	172	17	675	2	
Stanton	6.9	.0028	31.3	8.8	16.4	18.9	25.5	2.5	4,695	1,491	1,047	113	8	25	98	
Thayer	6.8	.0027	41.9	6.5	12.7	17.0	41.4	2.6	29,941	4,996	2,660	175	360	6,986	725	
Thomas	.9	.0004	33.7	7.9	16.4	21.6	26.3	.4	2,613	1,062	110	4	13	44	1	
Thurston	7.3	.0029	32.8	8.4	13.7	18.5	28.4	2.4	13,773	4,404	936	20	202	4,258	837	
Valley	5.5	.0022	39.1	6.9	13.3	17.6	37.5	2.2	23,039	5,338	2,002	1,680	231	2,111	1,004	
Wayne	9.8	.0040	30.4	22.0	12.7	17.0	27.2	3.3	43,563	6,995	4,502	4,825	744	11,423	2,207	
Webster	4.7	.0018	43.1	5.5	10.9	18.6	42.1	2.0	10,884	1,670	975	44	495	3,677	457	
Wheeler	1.0	.0004	32.0	8.9	15.5	17.0	28.3	.4	558	20	112	2	7	25	1	
York	14.9	.0060	34.7	9.6	15.7	19.1	30.4	5.8	94,389	21,397	13,520	14,139	1,433	15,720	1,924	
TOTAL METRO COUNTIES	762.0	.3049	31.8	12.4	19.2	20.2	27.1	289.0	5,570,695	1,124,775	618,570	736,320	328,094	1,229,464	147,547	
TOTAL STATE	1,606.8	.6431	32.9	10.9	17.0	19.4	27.0	613.1	10,000,677	1,996,196	1,011,755	1,236,951	473,262	2,225,924	267,744	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	% of Hholds. by EBI Group:					Buying Power Index
		A	B	C	D		
LINCOLN	3,103,085	27.581	20.6	28.2	18.7	18.1	.0908
Lancaster	3,103,085	27.581	20.6	28.2	18.7	18.1	.0908
Lincoln	2,785,744	27,072	21.1	27.9	18.4	17.7	.0839
SUBURBAN TOTAL	317,341	32,133	15.4	31.7	21.9	22.0	.0069
OMAHA	8,627,497	28,329	19.8	27.8	18.9	19.1	.2606
Douglas	6,028,406	28,509	19.5	26.4	18.4	20.5	.1855
Omaha	5,440,166	27,171	20.6	25.9	17.3	19.8	.1719
Sarpy	1,322,336	31,627	18.1	31.8	22.5	20.8	.0356
Washington	212,968	27,371	20.2	30.1	19.0	15.0	.0057
Pottawattomie, Iowa	1,063,787	24,320	23.0	29.7	17.5	11.8	.0338
Council Bluffs	689,443	22,932	24.5	29.3	16.7	10.2	.0235
SUBURBAN TOTAL	2,497,888	32,284	16.3	31.8	23.4	20.6	.0652
OTHER COUNTIES							
Adams	347,595	21,463	24.5	30.0	14.2	9.0	.0111
Antelope	57,578	12,991	29.2	20.7	6.3	3.7	.0021
Arthur	5,129	16,833	29.5	27.0	6.0	9.5	.0001
Banner	7,066	15,111	38.6	23.0	8.0	4.7	.0002
Blaine	4,697	11,067	35.0	14.0	3.3	3.0	.0001
Boone	48,841	12,149	28.8	19.7	4.7	5.1	.0020
Box Butte	144,683	21,915	25.4	32.3	15.2	7.1	.0043
Boyd	17,200	9,247	31.4	10.7	1.8	1.7	.0006
Brown	28,733	12,357	33.2	18.4	4.1	3.9	.0010
Buffalo	407,847	21,301	26.0	29.3	14.2	9.7	.0137
Burt	76,933	16,039	31.6	25.1	7.9	5.6	.0024
Butler	71,293	15,255	30.3	25.3	6.7	4.9	.0022
Cass	255,233	24,080	24.6	31.5	17.5	10.0	.0066
Cedar	82,155	13,794	32.0	20.4	6.6	5.5	.0026
Chase	42,064	16,222	29.1	26.2	8.3	5.4	.0014
Cherry	51,648	14,026	38.1	18.4	6.7	4.7	.0018
Cheyenne	123,961	22,466	22.3	28.6	14.9	11.2	.0064
Clay	73,924	19,115	27.4	28.7	11.9	7.1	.0021
Colfax	88,488	18,094	28.2	26.9	10.4	7.7	.0027
Cuming	86,872	15,206	32.0	26.0	6.4	5.2	.0032
Custer	105,464	15,188	32.1	23.7	6.6	5.7	.0035
Dakota	190,258	23,232	22.8	35.2	14.8	8.7	.0054
Dawes	89,077	16,713	27.6	24.2	9.8	8.6	.0030
Dawson	228,827	22,341	25.7	33.6	14.8	7.4	.0070
Deuel	27,454	20,138	29.4	31.1	10.4	8.9	.0009
Dixon	52,970	14,049	31.2	22.4	6.9	4.9	.0016
Dodge	375,891	19,901	26.8	30.2	12.3	7.3	.0132
Dundy	28,958	16,812	28.1	26.0	8.5	6.9	.0008
Fillmore	63,961	16,258	33.5	25.8	8.2	4.7	.0019
Franklin	32,981	15,362	31.2	24.2	6.5	5.5	.0010
Frontier	37,918	19,081	28.5	27.2	10.2	10.1	.0010
Furnas	51,937	14,682	31.8	23.5	7.9	3.3	.0017
Gage	245,769	20,087	27.5	28.6	12.8	8.8	.0077
Garden	24,434	17,065	33.1	26.7	9.5	5.4	.0007
Garfield	13,205	10,467	32.4	14.4	4.8	7	.0005

NEB. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Gasper	22,147	20,368	25.3	28.2	12.8	9.9	.0007
Grant	6,422	16,182	35.1	24.0	11.3	2.3	.0002
Greeley	22,338	11,935	28.0	20.2	4.7	4.6	.0006
Hall	541,486	22,040	25.4	31.3	14.4	9.0	.0195
Hamilton	92,278	19,735	31.1	31.2	10.7	7.3	.0027
Harlan	38,519	16,184	27.6	23.6	10.4	5.5	.0011
Hayes	14,477	18,778	31.6	21.8	13.0	13.0	.0004
Hitchcock	34,990	17,346	31.5	26.9	9.5	5.5	.0010
Holt	92,583	13,486	33.6	21.1	5.9	3.4	.0037
Hooker	6,307	11,474	35.5	17.5	3.3	1.3	.0002
Howard	43,216	13,178	36.6	20.9	5.0	2.5	.0014
Jefferson	90,352	18,057	28.6	27.7	11.5	5.4	.0030
Johnson	48,386	17,062	29.6	26.0	9.3	7.4	.0013
Kearney	78,058	21,015	27.1	29.7	13.2	9.9	.0021
Keith	104,908	22,575	25.1	32.6	14.6	9.4	.0036
Keya Paha	9,940	12,391	33.2	17.0	4.6	6.6	.0003
Kimball	51,698	21,125	26.9	30.0	11.7	10.5	.0016
Knox	83,103	14,574	30.8	21.7	8.5	4.9	.0026
Lincoln	386,822	23,799	22.7	33.0	17.2	9.3	.0120
Logan	6,159	11,222	35.7	13.6	4.5	2.0	.0003
Loup	6,872	16,400	33.7	24.3	8.0	5.7	.0001
McPherson	3,917	13,500	31.0	25.0	1.0	6.0	.0002
Madison	360,899	21,249	25.3	29.4	14.3	9.3	.0126
Merrick	67,064	16,856	30.4	31.1	6.5	3.4	.0021
Morrill	37,870	11,127	31.8	17.5	4.2	1.8	.0012
Nance	36,061	15,137	31.3	24.2	7.6	4.3	.0011
Nemaha	105,853	23,400	21.3	27.1	15.5	15.3	.0027
Nuckolls	50,264	15,190	34.9	23.6	7.1	3.3	.0019

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Otoe	159,040	19,736	25.9	29.2	12.2	8.1	.0048
Pawnee	30,968	14,522	30.6	22.4	7.0	5.1	.0009
Perkins	43,972	21,774	23.4	27.2	13.5	12.9	.0011
Phelps	111,695	21,857	24.7	28.2	15.6	10.3	.0034
Pierce	60,987	14,347	34.9	24.5	4.5	4.0	.0020
Platte	313,174	22,585	24.1	32.2	15.2	8.6	.0105
Polk	46,665	14,940	33.4	24.6	7.1	3.7	.0014
Red Willow	130,299	19,265	28.3	27.4	12.8	8.0	.0047
Richardson	79,502	13,191	33.3	19.8	6.6	3.3	.0029
Rock	20,667	16,303	35.4	23.1	8.3	6.3	.0006
Saline	136,634	20,583	24.0	30.5	13.1	7.6	.0045
Saunders	192,587	20,385	27.7	30.2	13.1	7.6	.0058
Scotts Bluff	385,407	19,795	28.3	29.0	12.2	8.4	.0133
Seward	202,032	24,662	22.1	32.0	16.1	13.0	.0055
Sheridan	58,810	14,011	27.3	23.4	6.8	6.1	.0019
Sherman	22,757	11,507	35.3	18.3	2.1	1.4	.0008
Sioux	17,673	17,520	31.8	26.8	8.1	8.1	.0004
Stanton	57,484	17,926	29.6	29.6	10.7	3.8	.0016
Thayer	61,649	17,416	29.1	29.0	8.0	6.2	.0019
Thomas	8,971	15,941	36.2	26.0	6.3	5.3	.0003
Thurston	57,993	16,943	30.6	24.9	8.9	7.5	.0017
Valley	50,871	16,000	31.2	24.2	8.1	6.4	.0016
Wayne	96,681	20,441	26.7	26.8	13.8	10.2	.0031
Webster	38,981	13,485	29.4	22.9	6.4	3.3	.0012
Wheeler	12,099	22,000	27.9	33.5	13.3	9.5	.0003
York	170,164	21,523	26.4	29.0	15.0	9.5	.0054
TOTAL METRO COUNTIES	10,857,053	28,485	19.8	27.9	18.9	19.4	.3230
TOTAL STATE	19,268,590	22,811	24.0	27.8	15.1	13.1	.5959

Nevada

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
LAS VEGAS	661.4	.2648	32.6	10.6	19.0	24.0	21.4	271.0	
Clark	661.4	.2648	32.6	10.6	19.0	24.0	21.4	271.0	
• Las Vegas	220.0	.0881	32.9	10.4	18.4	23.5	22.6	90.6	
North Las Vegas	55.6	.0223	26.4	12.8	18.0	20.1	14.5	18.5	
SUBURBAN TOTAL	441.4	.1767	32.4	10.8	19.3	24.2	20.7	180.4	
RENO	246.0	.0984	33.4	11.2	20.7	23.5	23.2	106.1	
Washoe	246.0	.0984	33.4	11.2	20.7	23.5	23.2	106.1	
• Reno	119.0	.0476	34.0	12.8	21.5	21.6	26.1	56.1	
Sparks	56.9	.0228	32.1	10.9	21.0	23.4	20.4	22.9	
SUBURBAN TOTAL	127.0	.0508	32.8	9.7	20.2	25.2	20.4	50.0	
OTHER COUNTIES									
Carson City	40.3	.0161	35.0	9.1	18.4	24.0	26.5	16.8	
Carson City	40.3	.0161	35.0	9.1	18.4	24.0	26.0	16.8	
Churchill	17.3	.0069	33.9	10.2	15.4	21.1	27.3	6.7	
Douglas	26.9	.0107	34.3	7.3	21.2	24.7	23.8	10.9	
Elko	26.8	.0108	32.9	8.6	16.9	23.3	23.2	10.9	
Esmeralda	1.2	.0004	37.2	7.9	15.3	21.0	32.6	.3	
Eureka	1.5	.0006	32.3	9.9	17.9	22.2	23.0	.5	
Humboldt	12.9	.0052	32.3	9.6	18.4	22.7	22.3	4.9	
Lander	5.2	.0021	29.1	11.9	20.1	22.3	15.9	2.1	
Lincoln	3.8	.0015	30.7	7.6	13.7	18.9	25.2	1.4	
Lyon	19.2	.0077	35.6	7.3	15.6	22.1	28.8	7.7	
Mineral	6.2	.0025	35.1	7.5	15.1	21.9	28.4	2.7	
Nye	16.4	.0065	34.6	9.0	15.7	23.1	26.3	6.7	
Pershing	4.3	.0018	34.7	9.7	15.4	21.9	27.7	1.8	
Storey	2.0	.0008	35.3	9.7	17.9	24.5	25.9	.6	
White Pine	8.1	.0033	36.7	6.8	15.4	20.8	31.7	3.0	
TOTAL METRO COUNTIES	907.4	.3632	32.8	10.8	19.6	23.8	21.8	377.1	
TOTAL STATE	1,099.5	.4401	33.0	10.4	19.1	23.7	22.5	454.1	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
4,900,188	1,044,211	565,796	581,917	212,026	1,047,660	155,889
4,900,188	1,044,211	565,796	581,917	212,026	1,047,660	155,889
2,083,211	405,166	219,796	236,797	100,342	442,067	77,408
152,712	40,308	19,660	11,453	2,875	39,663	8,960
2,816,977	639,045	346,000	345,120	111,684	605,593	78,481
2,057,009	378,697	166,611	316,171	86,267	446,560	82,184
2,057,009	378,697	166,611	316,171	86,267	446,560	82,184
1,489,158	258,741	113,420	209,659	68,446	384,530	50,907
380,163	82,848	30,430	18,126	11,697	18,998	27,933
567,851	119,956	53,191	106,512	17,821	62,030	31,277
409,442	94,558	30,276	43,290	23,663	107,325	13,431
409,442	94,558	30,276	43,290	23,663	107,325	13,431
91,374	23,444	11,881	1,521	902	20,719	6,093
114,905	27,274	21,002	248	3,839	7,637	6,207
136,471	29,055	13,669	5,454	4,373	29,399	11,876
3,256	281	528	214	24	63	2
3,324	1,089	811	11	190	109	4
75,341	15,690	6,478	1,577	1,231	14,174	3,396
14,758	5,885	1,494	35	135	1,574	883
7,357	2,513	534	1,739	56	333	258
61,116	22,393	4,915	899	1,210	5,575	992
27,592	9,918	1,523	1,057	105	6,088	723
51,371	18,166	5,756	529	578	7,062	1,123
22,443	5,202	2,111	1,369	26	1,414	244
7,234	536	3,354	23	95	239	9
47,055	5,305	4,561	1,258	1,471	9,515	1,662
6,957,197	1,422,908	732,407	898,088	298,293	1,494,220	238,073
8,030,236	1,844,217	841,300	957,312	336,194	1,705,446	284,976

METRO & COUNTY TOTALS

NEV. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
LAS VEGAS	8,961,678	26,812	22.4	27.8	17.8	17.7	.2746
Clark	8,961,678	26,812	22.4	27.8	17.8	17.7	.2746
• Las Vegas	2,917,320	25,779	22.0	27.0	17.5	16.8	.0983
North Las Vegas	517,075	23,567	25.5	30.0	17.2	11.1	.0150
SUBURBAN TOTAL	6,044,358	27,323	22.5	28.3	17.9	18.2	.1763
RENO	3,867,605	29,439	20.6	27.1	18.2	22.5	.1145
Washoe	3,867,605	29,439	20.6	27.1	18.2	22.5	.1145
• Reno	1,909,420	26,386	23.0	27.4	16.3	19.6	.0645
Sparks	828,316	32,009	19.5	26.7	21.3	23.5	.0238
SUBURBAN TOTAL	1,958,185	32,845	17.9	26.7	20.4	25.8	.0500
OTHER COUNTIES							
Carson City	565,899	28,432	20.8	27.7	18.7	19.5	.0189
Carson City	565,899	28,432	20.8	27.7	18.7	19.5	.0189
Churchill	185,536	21,361	27.0	28.3	12.7	12.3	.0058
Douglas	449,497	32,138	17.0	29.7	21.3	22.9	.0110

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Elko	369,565	27,117	19.6	28.2	17.8	18.6	.0102
Esmeralda	13,978	41,200	13.0	15.3	23.3	36.7	.0003
Eureka	16,352	26,000	21.4	24.8	12.6	20.6	.0004
Humboldt	142,359	20,681	30.6	25.0	14.7	11.9	.0046
Lander	74,998	31,186	16.3	27.4	21.6	21.0	.0017
Lincoln	34,866	20,706	26.6	30.0	12.1	9.6	.0011
Lyon	208,679	22,094	25.4	28.3	15.4	10.8	.0056
Mineral	83,846	25,833	21.2	29.8	16.5	15.2	.0023
Nye	187,879	24,059	22.2	28.0	18.5	11.8	.0051
Pershing	63,654	26,923	17.6	27.2	15.3	22.0	.0017
Storey	20,076	27,917	22.3	27.9	20.3	16.7	.0005
White Pine	111,745	30,490	16.2	26.1	18.3	24.7	.0032
TOTAL METRO COUNTIES	12,829,283	27,355	21.9	27.6	17.9	19.1	.3891
TOTAL STATE	15,358,212	27,348	21.9	27.6	17.9	18.7	.4615

New Hampshire

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA		Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over	
MANCHESTER-NASHUA		333.1	.1334	32.6	9.7	18.6	21.6	23.9	124.2
Hillsborough		333.1	.1334	32.6	9.7	18.6	21.6	23.9	124.2
• Manchester		100.6	.0403	33.9	11.4	17.3	18.0	30.0	41.2
• Nashua		80.8	.0323	32.4	10.2	19.1	21.6	23.5	31.5
SUBURBAN TOTAL		151.7	.0608	31.8	8.4	19.1	23.9	20.0	51.5
PORTSMOUTH-DOVER-ROCHESTER		345.2	.1381	31.9	11.4	19.0	21.7	22.5	127.7
Rockingham		244.7	.0979	32.2	9.6	19.8	22.5	21.9	90.8
• Portsmouth		27.7	.0111	30.1	14.9	20.5	17.6	22.4	10.7
Stratford		100.5	.0402	31.2	15.9	16.6	19.7	24.0	36.9
• Dover		24.7	.0099	33.1	13.9	16.8	19.6	27.1	9.0
• Rochester		25.7	.0103	34.0	9.5	16.6	20.7	27.6	10.0
SUBURBAN TOTAL		267.1	.1068	31.9	11.0	19.1	22.4	21.6	97.1
OTHER COUNTIES									
Belknap		51.2	.0205	34.7	8.4	17.4	20.3	29.2	19.7
Carroll		35.7	.0143	37.6	7.4	16.9	20.1	33.7	15.1
Cheshire		70.6	.0282	33.6	11.4	16.8	20.2	27.5	26.2
Coos		35.1	.0141	35.8	8.4	15.4	19.6	31.4	13.7
Grafton		74.1	.0295	32.3	15.2	17.3	19.1	26.3	27.7
Merrimack		121.4	.0486	33.7	9.6	18.3	20.7	26.9	45.5
Sullivan		40.0	.0160	34.4	8.4	17.2	20.0	28.9	15.9
TOTAL METRO COUNTIES		678.3	.2715	32.2	10.6	18.7	21.6	23.2	251.9
TOTAL STATE		1,106.4	.4428	32.9	10.5	18.2	21.0	25.2	415.7

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
3,545,093	664,432	288,517	582,288	186,646	803,418	79,006
3,545,093	664,432	288,517	582,288	186,646	803,418	79,006
1,182,288	171,636	113,155	207,798	58,100	311,837	25,606
1,292,401	204,841	82,047	261,136	85,626	349,802	22,929
1,070,404	287,955	93,315	113,354	42,920	141,779	30,471
3,670,401	744,615	321,232	426,402	238,282	817,558	79,262
2,903,887	547,173	251,477	355,436	216,720	634,143	59,968
589,712	59,239	57,796	69,213	44,320	179,222	6,986
766,514	197,442	69,755	70,966	21,562	183,415	19,294
288,419	87,984	34,114	22,749	9,018	67,977	6,819
267,694	64,841	18,196	34,707	6,099	54,621	7,696
2,524,576	532,551	211,126	299,733	178,845	515,738	57,761
617,261	136,053	46,232	31,147	36,096	187,361	12,043
498,398	96,495	59,888	29,564	29,235	76,589	7,753
739,479	160,305	46,774	49,799	18,767	163,935	12,604
273,089	61,200	22,563	19,156	8,208	82,843	8,012
711,507	141,468	74,620	54,403	38,387	132,240	13,385
1,193,066	265,466	86,537	78,594	34,825	415,149	25,423
260,461	60,640	16,238	23,283	9,776	57,853	5,896
7,215,494	1,409,047	609,749	1,008,690	424,928	1,620,976	158,268
11,508,755	2,330,674	962,601	1,294,636	600,222	2,736,946	243,384

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N.H. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
MANCHESTER-NASHUA	5,935,216	38,856	14.2	21.7	19.9	35.5	.1787
Hillsborough	5,935,216	38,856	14.2	21.7	19.9	35.5	.1787
• Manchester	1,679,848	32,221	18.0	23.5	19.6	26.3	.0542
• Nashua	1,535,153	40,098	13.4	21.4	19.7	37.5	.0523
SUBURBAN TOTAL	2,720,215	43,602	11.5	20.4	20.3	41.6	.0722
PORTSMOUTH-DOVER-ROCHESTER	5,572,475	35,338	15.0	24.3	21.2	29.7	.1765
Rockingham	4,049,314	36,565	14.6	23.9	21.5	31.1	.1318
• Portsmouth	407,435	28,155	21.1	29.2	18.4	19.8	.0187
Stratford	1,523,161	32,853	16.1	25.1	20.3	26.3	.0447
• Dover	394,871	32,043	16.5	25.4	19.3	26.0	.0130
• Rochester	388,000	32,483	16.1	26.4	21.3	24.5	.0126
SUBURBAN TOTAL	4,382,169	37,087	14.1	23.4	21.6	31.7	.1322

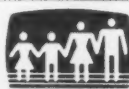
EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
OTHER COUNTIES							
Bellknop	672,066	26,358	21.2	29.3	17.9	16.9	.0251
Carroll	507,345	25,131	23.4	29.9	16.3	15.5	.0193
Cheshire	1,001,282	30,015	18.7	27.9	20.6	20.8	.0336
Coos	412,644	24,357	22.6	29.1	17.6	12.3	.0139
Grafton	1,011,659	26,772	21.8	28.7	17.6	18.0	.0337
Merrimack	1,850,260	31,832	17.7	27.2	20.5	24.2	.0586
Sullivan	521,045	26,187	22.7	29.2	18.6	14.9	.0156
TOTAL METRO COUNTIES	11,507,691	37,068	14.5	23.1	20.5	32.6	.3532
TOTAL STATE	17,483,992	33,102	16.8	25.2	19.9	27.2	.5550

New Jersey

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ATLANTIC CITY	316.7	.1268	37.1	9.7	15.0	18.3	54.4	126.2
Atlantic	217.7	.0872	35.9	9.9	15.4	18.9	52.4	84.7
• Atlantic City	36.5	.0146	41.5	9.0	12.5	15.7	41.4	16.1
Cape May	99.0	.0396	40.0	9.0	14.0	17.2	39.0	41.5
SUBURBAN TOTAL	280.2	.1122	36.7	9.8	15.3	18.6	33.5	110.1
BERGEN-PASSAIC	1,293.1	.5176	36.8	9.2	15.8	22.5	30.5	485.2
Bergen	830.6	.3324	38.0	8.8	15.6	23.0	31.8	316.5
Passaic	462.5	.1852	34.6	9.7	16.4	21.2	28.1	168.7
Clifton	76.7	.0307	41.5	9.3	15.7	18.4	39.8	31.7
Passaic	54.3	.0217	33.1	9.7	16.7	19.8	27.1	21.2
• Paterson	137.6	.0551	30.8	10.3	16.8	19.4	23.5	48.9
Wayne Township	50.5	.0202	37.4	9.1	13.2	26.3	28.1	16.6
SUBURBAN TOTAL	1,155.5	.4625	37.5	9.0	15.7	22.8	31.3	436.3

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mkts. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
3,027,936	623,894	390,043	277,727	153,850	663,389	84,754
2,088,424	401,907	230,409	213,106	116,559	392,110	59,644
444,924	37,336	62,256	5,795	6,243	81,413	9,814
939,502	221,987	159,634	64,621	37,291	211,279	25,110
2,583,002	586,558	327,787	271,932	147,607	521,976	74,940
12,166,208	2,394,048	977,312	1,338,753	837,488	2,572,871	332,202
8,522,546	1,787,545	672,370	827,624	577,692	1,873,409	246,693
3,643,662	606,503	304,942	511,129	259,796	699,462	85,509
640,628	126,970	67,349	13,580	14,437	185,009	15,838
194,798	56,750	10,130	5,285	6,829	15,325	8,806
401,542	99,310	32,925	11,737	50,100	45,093	16,951
1,218,393	91,807	95,257	395,104	135,432	155,433	14,520
11,764,666	2,294,738	944,387	1,327,016	787,388	2,527,778	313,251

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METRO & COUNTY TOTALS

N.J. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Other (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
JERSEY CITY	541.9	.2169	35.1	9.9	16.5	20.7	29.5	212.0	2,846,316	684,269	257,810	157,828	249,215	427,770	110,022	
Hudson	541.9	.2169	35.1	9.9	16.5	20.7	29.5	212.0	2,846,316	684,269	257,810	157,828	249,215	427,770	110,022	
Bayonne	61.6	.0247	38.5	9.6	16.3	18.5	36.1	25.1	230,423	71,849	27,045	3,931	14,689	8,234	15,735	
* Hoboken	41.5	.0166	31.3	12.4	19.3	19.3	23.6	15.6	137,495	61,170	23,103	1,831	3,639	2,706	7,199	
* Jersey City	215.3	.0862	33.0	10.0	16.7	19.5	27.1	81.3	1,090,030	242,005	83,209	82,484	50,364	272,158	46,177	
North Bergen Township	47.0	.0188	38.9	9.0	16.3	21.8	34.2	19.5	215,539	74,858	23,408	7,848	7,628	25,415	5,904	
Union City	54.7	.0219	35.8	10.0	15.2	24.0	27.4	21.4	224,034	39,618	19,798	4,390	11,941	41,016	10,219	
SUBURBAN TOTAL	285.1	.1141	37.6	9.5	15.9	21.9	32.0	115.1	1,618,791	381,094	151,498	73,511	195,212	152,906	56,646	
MIDDLESEX-SOMERSET-																
HUNTERDON	991.3	.2967	34.2	10.7	17.3	23.5	25.1	354.4	8,273,158	1,816,308	739,071	975,948	545,431	1,443,325	206,780	
Hunterdon	103.5	.0414	34.8	8.0	16.9	26.3	23.2	35.7	939,097	206,102	72,963	31,143	57,360	195,017	18,001	
Middlesex	656.9	.2629	33.6	11.8	17.5	22.3	25.3	235.5	5,127,008	1,095,049	455,194	753,305	359,384	886,957	135,882	
Edison Township	85.7	.0343	34.1	10.4	18.2	23.7	24.7	31.2	910,294	151,042	56,642	120,344	127,111	180,874	23,733	
* New Brunswick	41.2	.0165	26.6	27.9	17.0	13.6	22.1	14.5	211,184	18,766	34,320	47,018	3,965	27,550	4,975	
Old Bridge Township	57.5	.0230	31.9	10.4	18.4	24.5	19.8	20.2	169,345	39,756	18,989	11,526	4,670	5,263	9,289	
* Perth Amboy	37.4	.0150	34.8	9.9	15.8	18.7	31.0	14.3	203,642	50,467	26,462	3,048	9,517	62,956	6,204	
Piscataway Township	43.8	.0175	29.2	18.4	19.7	22.8	15.7	14.0	78,515	12,475	23,911	115	4,748	2,612	3,459	
Woodbridge Township	95.0	.0380	35.3	10.9	17.4	22.5	28.0	33.6	1,133,022	179,010	82,618	292,714	64,284	133,900	23,961	
Somerset	230.9	.0924	35.6	8.8	16.5	25.7	25.5	83.2	2,207,023	515,157	210,914	191,397	148,877	561,551	46,897	
SUBURBAN TOTAL	912.7	.3652	34.5	10.0	17.3	24.1	24.9	325.6	7,858,332	1,747,075	678,289	925,779	532,139	1,553,019	189,601	
MONMOUTH-OCEAN	987.8	.2950	36.4	7.9	15.5	20.9	31.2	377.4	8,505,975	1,853,474	737,544	885,963	487,892	2,297,695	221,861	
Monmouth	555.0	.2261	35.2	8.5	15.9	23.1	27.2	206.8	5,009,394	1,066,369	462,703	515,672	251,256	1,337,388	134,572	
Middletown Township	71.4	.0286	34.5	8.3	15.2	24.9	24.3	23.3	392,728	136,059	26,062	49,951	30,014	55,345	17,753	

**No one delivers more
local coverage of New
Jersey's richest market.**

The Home News
P.O. Box 551 New Brunswick, NJ 08903
(201) 246-5600 (201) 246-5604

Central New Jersey, specifically the Middlesex-Somerset-Hunterdon PMSA, is the richest market in New Jersey and the second richest in the nation with a Median Household EBI of \$44,455.

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Sources: Scarborough Report of the New York A.D.I., 1990 • S&MM Survey of Buying Power, 1990

N.J. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



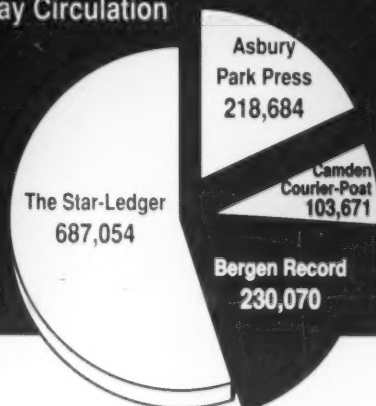
S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Meds. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
Ocean	422.0	.1689	38.4	7.0	15.0	18.0	36.6	170.6	3,496,581	787,105	264,841	340,291	155,836	960,305	87,289	
Brick Township	64.8	.0259	34.7	7.7	17.2	20.3	29.3	24.9	524,800	147,720	26,482	57,900	32,276	93,416	13,646	
Dover Township	76.2	.0305	36.1	7.4	15.0	22.3	29.6	28.8	1,233,798	208,958	66,901	222,391	71,981	354,282	21,809	
SUBURBAN TOTAL	987.0	.3950	36.4	7.9	15.5	20.9	31.2	377.4	8,505,975	1,853,474	727,544	855,963	407,092	2,297,693	221,861	
NEWARK	1,896.4	.7590	35.0	9.0	16.4	22.9	27.2	694.8	12,871,622	2,829,073	1,245,936	1,040,943	826,230	3,044,390	369,739	
Essex	840.2	.3363	34.5	9.4	16.2	21.6	27.6	312.1	4,405,080	983,783	497,126	469,237	293,410	670,889	154,011	
Bloomfield Township	47.5	.0190	39.0	9.1	17.1	19.6	36.0	19.4	290,792	64,263	25,994	1,983	12,147	70,836	14,367	
East Orange	78.4	.0314	32.5	9.9	18.9	21.7	23.5	30.6	138,465	43,993	18,449	1,842	3,215	17,513	5,679	
Irvine Township	62.1	.0249	34.9	8.8	18.6	19.6	30.3	26.3	195,185	30,244	16,210	12,016	8,499	45,129	11,231	
• Newark	317.4	.1270	30.6	10.3	15.8	21.0	22.0	112.6	829,231	167,690	169,151	75,535	60,534	38,932	40,795	
Morris	424.0	.1697	34.6	8.7	17.0	25.9	23.4	148.5	4,100,308	948,172	364,480	399,083	237,527	1,045,369	85,065	
Parsippany-Troy Hills Township	49.2	.0197	33.1	9.5	21.5	26.0	20.0	18.6	345,088	97,652	37,782	26,458	21,112	86,447	9,041	
Sussex	132.8	.0532	32.1	7.2	20.0	23.8	20.4	45.8	828,278	235,888	62,079	38,234	25,938	225,355	22,348	
Union	499.4	.1998	37.5	9.0	15.4	21.9	31.9	188.4	3,537,956	661,230	322,251	134,389	269,355	1,102,777	108,315	
• Elizabeth	105.8	.0423	35.4	10.0	16.4	20.9	29.7	41.3	520,776	131,483	50,459	9,794	30,962	126,427	18,413	
Plainfield	46.2	.0185	32.4	9.7	17.8	21.8	23.6	16.7	196,920	28,267	26,201	40,031	13,356	24,908	6,540	
Union Township	51.0	.0204	43.3	9.1	13.2	19.6	41.4	19.9	616,066	100,251	50,143	33,305	90,866	136,520	19,417	
SUBURBAN TOTAL	1,473.2	.5897	35.9	8.6	16.6	23.3	28.2	540.9	11,521,615	2,529,900	1,026,326	955,614	734,734	2,879,031	310,531	
TRENTON	332.1	.1330	34.7	11.2	16.6	21.4	28.1	121.6	2,626,152	534,818	263,849	276,584	158,010	575,894	78,953	
Mercer	332.1	.1330	34.7	11.2	16.6	21.4	28.1	121.6	2,626,152	534,818	263,849	276,584	158,010	575,894	78,953	
Hamilton Township	88.9	.0356	36.4	9.1	17.0	22.0	30.2	33.5	657,404	202,497	50,015	46,351	22,704	165,104	27,755	
• Trenton	92.5	.0370	32.9	10.3	17.0	17.9	28.6	34.8	267,591	58,531	48,753	11,560	28,757	14,140	10,933	
SUBURBAN TOTAL	239.6	.0960	35.4	11.5	16.5	22.8	27.8	86.8	2,358,561	476,287	215,096	265,024	129,253	561,754	68,020	

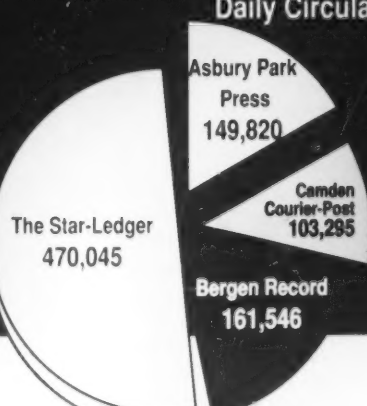
#1 Circulation in New Jersey

The Star-Ledger dominates New Jersey with more daily and Sunday circulation than the next 3 newspapers in the state, combined.

Sunday Circulation



Daily Circulation



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The Star-Ledger
THE NEWSPAPER FOR NEW JERSEY

Star-Ledger Plaza, Newark, NJ 07101

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Source: ABC FaxFax 3.31.90

METRO & COUNTY TOTALS

N.J. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% OF U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Merch. (\$'000)	Furniture/ Furnishings (\$'000)	Auto- mobiles (\$'000)	Drug (\$'000)
VINELAND—MILLVILLE—BRIDGETON	141.6	.0567	33.7	8.9	16.1	20.6	27.3	49.4		1,010,997	238,613	65,840	103,563	31,842	367,140	32,691
Cumberland	141.6	.0567	33.7	8.9	16.1	20.6	27.3	49.4		1,010,997	238,613	65,840	103,563	31,842	367,140	32,691
• Bridgeton	19.3	.0077	32.8	9.8	14.7	16.9	30.0	7.0		181,054	42,025	13,393	8,307	1,535	50,328	10,985
• Millville	26.5	.0104	33.4	9.2	17.0	20.2	27.0	10.3		191,050	33,497	12,518	3,123	6,593	109,382	3,398
• Vineland	56.0	.0224	33.8	8.9	16.2	21.1	26.9	19.1		576,543	138,593	35,380	88,242	20,543	140,366	18,073
SUBURBAN TOTAL	39.8	.0160	34.3	8.4	15.8	22.1	26.9	13.0		62,250	24,498	4,549	3,891	3,171	7,064	233
OTHER COUNTIES																
□ Burlington	408.7	.1636	32.2	10.9	17.7	23.1	21.8	139.9		3,371,846	631,240	286,037	405,707	145,660	1,064,768	84,000
□ Camden	502.6	.2012	33.5	9.5	16.9	20.9	26.5	185.3		3,401,412	712,521	292,994	390,333	259,657	536,372	126,736
• Camden	82.8	.0331	28.6	10.4	14.7	17.0	23.6	29.3		162,507	36,970	22,837	5,883	3,284	7,521	13,603
Cherry Hill Township	74.3	.0297	37.0	7.8	13.0	27.4	26.5	25.4		1,136,564	163,640	86,080	181,938	100,383	257,185	22,359
Gloucester Township	52.5	.0210	30.7	9.8	21.9	21.7	18.9	18.7		164,323	93,039	9,083	6,403	4,184	3,981	2,229
□ Gloucester	220.2	.0881	32.0	10.4	17.6	21.4	23.4	76.8		1,800,303	362,098	123,914	272,307	74,776	482,861	41,242
□ Salem	67.5	.0270	34.3	8.6	15.9	21.0	27.5	24.8		365,850	56,442	36,938	22,973	16,884	121,272	14,801
□ Warren	90.7	.0363	34.7	8.6	16.8	21.7	27.9	33.6		703,950	167,334	43,214	43,462	25,061	176,079	24,399
TOTAL METRO COUNTIES	7,789.8	3.1179	35.0	9.4	16.4	22.0	28.1	2,881.4		60,971,615	12,904,132	5,450,502	6,161,990	3,751,386	13,854,024	1,722,180
TOTAL STATE	7,789.8	3.1179	35.0	9.4	16.4	22.0	28.1	2,881.4		60,971,615	12,904,132	5,450,502	6,161,990	3,751,386	13,854,024	1,722,180

WE'VE GOT YOUR NUMBER

National ranking of Monmouth-Ocean, NJ

#13 in average household EBI

#46 in total retail sales

#46 in number of households

#47 in population

©1989 S&MM Survey of Buying Power Data Service

Whatever you're selling, there's a market for you in Monmouth-Ocean. And we've got the numbers to prove it. Check out our listing. Then contact us to find out how you can get a piece of the action. Call Tom Sferlazzo at (201) 922-6000, Ext. 3801. Or Sawyer-Ferguson-Walker.

ASBURY PARK PRESS

The most effective way to reach Monmouth-Ocean

Affluent...Desirable ...Prime...Somerset County!

Somerset County is a desirable, affluent county for both residents and retailers. Let the power of The Courier-News help you reach this market.

- Affluent...average household EBI of \$64,082, which is second highest in New Jersey.
- Desirable...with total retail sales of more than \$2.2 billion
- Total population 225,900. Forty-eight percent of these people are between the ages of 25-54, the prime spending years.

The Courier-News can deliver 100% penetration of this significant market.

Call Tom Geonnotti, Advertising Director, 201-707-3002, today.

SOURCE: S&MM, Survey of Buying Power, 1990

The Courier-News



N.J. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
ATLANTIC CITY	4,342,763	24,228	23.7	25.9	15.7	17.0	.1441
Atlantic	2,961,042	24,974	22.3	25.3	16.7	17.6	.0988
• Atlantic City	404,287	15,740	27.5	21.6	9.8	8.8	.0168
Cape May	1,381,721	22,950	26.3	27.1	13.7	15.7	.0453
SUBURBAN TOTAL	3,938,476	25,600	23.0	26.6	16.6	18.1	.1273
BERGEN-PASSAIC	26,051,651	40,808	13.1	19.3	18.1	39.7	.7117
Bergen	18,736,249	45,611	11.4	17.9	17.9	45.5	.5000
Passaic	7,315,402	32,860	16.6	21.8	18.3	28.8	.2117
Clifton	1,488,664	36,737	15.7	21.4	20.0	32.7	.0399
Passaic	697,077	22,595	21.7	23.8	15.0	16.3	.0183
• Paterson	1,550,717	22,290	22.4	24.2	14.9	15.2	.0416
Wayne Township	1,081,756	53,107	6.9	15.8	18.8	53.8	.0417
SUBURBAN TOTAL	24,500,934	43,238	12.1	18.7	18.4	42.5	.6701
JERSEY CITY	7,206,381	24,694	20.7	24.1	15.8	18.4	.2026
Hudson	7,206,381	24,694	20.7	24.1	15.8	18.4	.2026
Bayonne	976,817	29,392	18.4	23.5	18.1	23.8	.0238
• Hoboken	473,600	20,684	23.5	24.3	13.3	13.8	.0129
• Jersey City	2,558,836	22,210	22.7	24.3	13.8	16.0	.0752
North Bergen Township	720,389	28,837	17.6	23.4	19.0	21.4	.0185
Union City	635,152	21,568	24.0	25.4	14.7	13.2	.0179

METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
SUBURBAN TOTAL	4,173,945	27,226	18.8	24.2	17.5	20.6	.1145
MIDDLESEX-SOMERSET	19,693,190	44,435	10.9	18.6	20.0	43.2	.5230
MIDDLESEX	2,131,673	47,004	9.7	17.9	19.4	46.7	.0570
Hunterdon	12,229,910	42,180	11.7	19.6	20.6	39.9	.3279
Middlesex	1,781,894	46,225	8.3	19.8	21.4	45.3	.0498
Edison Township	548,637	25,060	22.6	24.1	15.6	19.2	.0153
• New Brunswick	1,052,501	43,696	10.3	19.4	22.6	41.3	.0236
Old Bridge Township	521,421	26,513	19.3	23.1	16.8	21.1	.0145
• Perth Amboy	787,934	45,583	9.5	19.0	22.7	43.7	.0169
Piscataway Township	1,795,450	44,653	10.5	18.4	22.0	42.8	.0547
Woodbridge Township	5,331,607	51,181	9.1	16.2	18.2	51.0	.1381
Somerset	18,623,132	46,046	10.0	18.2	20.2	45.3	.4932
SUBURBAN TOTAL	18,042,119	35,845	16.5	22.1	18.2	33.0	.5017
MONMOUTH-OCEAN	10,909,820	39,795	14.0	19.7	17.7	38.7	.2984
Monmouth	1,468,366	51,253	8.7	15.1	17.8	51.5	.0349
Middletown Township	7,132,299	31,632	19.6	25.0	18.9	26.0	.2033
Ocean	1,120,077	36,701	15.9	22.9	21.9	30.7	.0314
Brick Township	1,322,813	35,372	17.6	22.4	19.3	31.3	.0477
Dover Township	18,042,119	35,845	16.5	22.1	18.2	33.0	.5017
SURURBAN TOTAL							

THE TIMES OF TRENTON DOMINATES THE TRENTON/PRINCETON MARKET

Outside metropolitan newspapers barely scratch the surface in the Trenton/Princeton Market. The Philadelphia Inquirer is less than 2% daily and the Newark Star Ledger is under 3%. The New York Times is the largest circulated outside daily, but still has less than 10% coverage. (Circulation 89/90)

The Times

500 Perry Street, P.O. Box 847, Trenton, New Jersey 08605
A Newhouse Newspaper

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Lynn D. Savacool, Advertising Director

Jack Dempsey, National Advertising Manager

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68% WEEKDAY
70% SUNDAY



*Beiden Continuing Market Study

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The Press
OF ATLANTIC CITY

METRO & COUNTY TOTALS

N.J. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
NEWARK	34,773,475	37,359	14.1	20.2	17.1	35.9	.9048
Essex	13,759,776	29,884	17.1	21.1	15.0	28.6	.3533
Bloomfield Township	907,454	37,327	15.1	22.3	19.2	34.3	.0227
East Orange	1,097,163	25,424	20.2	24.6	14.9	20.7	.0254
Irvine Township	940,251	27,221	16.1	26.1	17.0	20.7	.0227
• Newark	3,290,845	19,385	22.2	22.0	12.6	14.1	.0899
Morris	9,575,443	32,167	8.2	16.2	18.2	32.8	.2510
Parsons Township	8,101,269	48,459	7.7	19.7	20.4	48.3	.0267
Sussex	2,399,509	42,601	10.7	20.4	22.6	39.7	.0614
Union	9,038,747	36,703	14.7	21.7	18.4	33.9	.2391
• Elizabeth	1,454,545	25,951	20.2	26.0	17.1	18.0	.0397
Plainfield	678,939	31,121	17.2	24.1	17.9	26.2	.0175
Union Township	929,250	37,919	14.8	21.6	19.4	34.7	.0289
SUBURBAN TOTAL	30,028,082	42,642	12.0	19.3	18.1	41.8	.7752
TRENTON	6,335,927	39,025	14.2	20.1	17.8	37.3	.1687
Mercer	6,335,927	39,025	14.2	20.1	17.8	37.3	.1687
Hamilton Township	7,680,963	41,870	12.2	20.3	21.1	39.2	.0441
• Trenton	1,256,827	25,130	21.4	23.7	15.9	19.3	.0309
SUBURBAN TOTAL	5,099,100	45,122	11.4	18.6	18.6	44.5	.1378

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
VINELAND-MILLVILLE-BRIDGETON	1,793,191	27,115	20.3	27.2	17.6	19.0	.0562
Cumberland	1,793,191	27,115	20.3	27.2	17.6	19.0	.0562
• Bridgeton	209,748	21,743	22.3	28.9	12.6	12.8	.0079
• Millville	375,497	28,791	19.1	27.2	19.3	19.1	.0112
• Vineland	728,321	28,151	20.4	26.5	18.3	20.7	.0256
SUBURBAN TOTAL	479,625	27,708	20.1	26.8	18.2	19.9	.0115
OTHER COUNTIES							
• Burlington	6,941,755	38,701	13.8	22.7	21.1	34.8	.1970
• Camden	7,641,787	31,323	17.4	23.7	18.2	26.4	.2157
• Camden	703,347	16,356	26.6	22.3	11.1	7.9	.0202
• Cherry Hill Township	1,537,132	30,622	9.5	16.0	17.7	50.7	.0491
• Gloucester Township	811,243	35,633	14.3	25.8	22.6	28.6	.0194
• Gloucester	3,092,884	33,297	16.6	25.1	22.6	24.2	.0960
• Salem	1,090,509	36,087	16.3	20.5	20.9	33.5	.0284
• Warren	1,373,758	32,251	17.3	26.5	20.6	24.5	.0404
TOTAL METRO COUNTIES	138,379,390	36,201	15.2	21.3	18.1	33.6	3.7903
TOTAL STATE	138,379,390	36,201	15.2	21.3	18.1	33.6	3.7903

New Mexico

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ALBUQUERQUE	503.1	.2014	31.1	11.7	19.7	21.3	21.0	194.5
Bernalillo	503.1	.2014	31.1	11.7	19.7	21.3	21.0	194.5
• Albuquerque	382.3	.1530	31.4	11.8	20.3	21.1	21.6	153.4
SUBURBAN TOTAL	120.8	.0484	29.9	11.4	18.2	21.8	18.8	41.1
LAS CRUCES	134.2	.0537	28.3	14.6	16.7	19.6	19.2	46.3
Dona Ana	134.2	.0537	28.3	14.6	16.7	19.6	19.2	46.3
• Las Cruces	58.6	.0235	30.5	13.7	16.8	19.9	22.6	23.0
SUBURBAN TOTAL	75.6	.0302	26.8	15.2	16.6	19.4	16.6	23.3
SANTA FE	113.5	.0455	32.4	8.5	19.3	23.8	21.0	43.7
Los Alamos	19.3	.0077	35.6	5.4	15.7	31.4	20.0	7.4
Santa Fe	94.2	.0378	31.8	9.1	20.2	22.3	21.3	36.3
• Santa Fe	59.9	.0240	32.8	9.1	19.6	22.4	23.2	24.2
SUBURBAN TOTAL	53.6	.0215	31.9	7.8	19.5	25.4	18.5	19.5
OTHER COUNTIES								
Catron	2.9	.0012	34.2	7.6	15.7	20.6	28.1	.9
Chaves	57.4	.0229	34.0	9.6	14.5	18.7	29.8	21.6
Cibola	22.3	.0090	31.3	8.6	16.8	22.0	21.7	7.1
Colfax	13.6	.0054	32.9	8.7	15.4	18.9	27.9	5.0
Curry	43.4	.0174	29.5	12.3	16.9	19.6	21.2	16.0
De Baca	2.3	.0009	42.0	6.1	12.3	20.0	39.8	1.1
Eddy	51.7	.0207	32.6	9.3	15.6	18.7	27.5	18.5
Grant	28.1	.0113	31.4	9.0	15.9	19.7	24.5	9.8
Guadalupe	4.2	.0016	31.4	9.5	14.3	19.9	25.0	1.5
Harding	.9	.0004	38.7	7.2	15.3	15.9	37.4	.4
Hidalgo	6.0	.0024	29.4	8.9	16.2	18.4	22.4	2.0
Lincoln	60.0	.0240	29.9	10.3	16.5	20.1	21.5	21.3
Lea	14.4	.0058	34.6	7.3	17.8	21.0	28.3	5.8
Lincoln	17.8	.0071	37.3	7.4	11.8	17.9	35.0	6.5
Luna	69.3	.0278	24.9	11.3	17.2	18.9	13.7	19.6
McKinley	4.6	.0018	33.1	8.6	14.0	17.2	30.2	1.5
Mora	51.4	.0206	28.7	13.2	18.1	21.2	17.5	17.8
Otero	11.2	.0045	36.0	7.2	13.8	19.8	31.7	4.4
Quay	34.4	.0137	29.0	10.0	16.6	19.7	20.4	11.2
Rio Arriba	16.2	.0065	30.8	17.0	14.2	17.4	26.6	6.2

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
3,828,360	627,262	426,897	548,608	226,451	976,921	133,885
3,828,360	627,262	426,897	548,608	226,451	976,921	133,885
3,606,664	570,329	393,635	535,661	219,126	947,792	128,978
221,696	56,933	33,262	12,947	7,325	29,129	4,907
373,916	115,291	63,650	85,396	25,294	111,230	16,512
373,916	115,291	63,650	85,396	25,294	111,230	16,512
496,450	96,221	52,732	68,378	23,560	103,274	14,292
77,466	19,070	9,918	17,018	1,734	7,946	2,220
627,369	130,163	107,605	96,622	39,415	130,734	29,314
78,054	32,485	9,916	3,163	326	1,292	3,032
749,215	97,678	97,689	93,459	39,089	129,442	26,282
695,803	93,576	89,688	91,436	36,380	123,121	22,679
751,466	36,587	17,917	5,186	3,035	7,613	6,635
3,623	1,672	102	195	82	201	8
280,266	69,432	32,545	38,722	8,894	53,704	8,170
83,543	15,206	10,229	6,919	2,430	14,399	3,136
75,738	15,099	11,948	4,801	569	12,000	5,162
283,704	54,751	27,238	40,575	13,750	70,313	7,530
8,161	2,774	884	20	169	464	237
254,534	50,464	20,647	36,344	9,807	50,128	7,930
148,179	44,135	14,902	7,899	4,042	24,655	8,924
27,391	4,600	4,145	428	141	801	11
3,538	405	292	18	73	479	6
26,622	6,115	2,391	81	57	4,059	545
286,951	86,195	22,097	28,367	8,906	69,835	5,578
90,264	17,491	12,679	13,705	2,458	15,406	1,659
94,234	23,848	5,362	6,734	2,844	19,143	3,147
335,835	71,479	36,421	33,540	12,009	57,114	7,923
5,035	1,195	264	47	193	604	18
235,773	56,128	19,379	21,348	14,663	65,617	5,275
59,097	14,341	8,405	6,210	1,572	8,765	1,676
120,948	32,587	11,013	6,858	2,430	17,756	8,064
84,140	25,926	6,256	4,340	459	20,620	3,871

N.M. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Sandoval	59.9	.0240	31.1	8.7	17.1	19.8	23.5	19.1	104,653	26,158	16,063	3,871	4,812	4,654	4,733	
San Juan	91.4	.0366	27.2	11.2	18.0	20.0	16.1	29.9	502,490	109,524	38,613	74,841	19,707	132,629	10,891	
San Miguel	25.4	.0101	30.9	11.4	16.4	18.8	24.4	8.7	91,536	28,653	11,920	8,018	2,102	14,725	4,132	
Sierra	9.9	.0039	50.6	5.3	8.5	16.3	50.6	4.4	47,930	12,912	9,848	3,859	739	5,287	3,016	
Socorro	14.3	.0057	28.6	13.3	16.2	18.6	21.0	4.7	44,927	11,719	6,706	4,570	364	8,123	1,327	
Taos	21.0	.0084	31.1	8.2	18.2	21.5	21.4	7.4	148,994	39,796	18,102	16,939	1,824	15,876	1,721	
Torrance	9.9	.0040	33.0	7.6	15.8	19.8	27.0	3.5	35,176	7,685	2,037	33	138	10,623	1,432	
Union	4.7	.0019	37.4	6.9	12.9	20.0	33.5	1.8	16,440	3,972	2,823	842	750	1,574	944	
Valencia	42.8	.0171	28.7	10.3	17.3	20.5	18.7	15.1	215,601	80,134	16,517	9,853	4,082	57,345	5,789	
TOTAL METRO COUNTIES	750.8	.3066	30.8	11.7	19.1	21.4	20.7	284.5	5,229,545	872,716	597,152	730,626	291,160	1,218,875	179,711	
TOTAL STATE	1,542.2	.6173	30.5	11.0	17.7	20.5	21.6	557.3	8,944,854	1,787,112	966,980	1,110,503	411,546	1,975,774	292,586	



RETAIL SALES BY STORE GROUP—1989

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over		
ALBUQUERQUE	5,721,186	22,106	25.7	27.2	15.0	12.5	.1940	
Bernalillo	5,721,186	22,106	25.7	27.2	15.0	12.5	.1940	
* Albuquerque	4,531,896	22,528	25.2	27.3	15.3	12.8	.1624	
SUBURBAN TOTAL	1,189,290	20,697	27.9	26.3	13.6	11.6	.0316	
LAS CRUCES	1,145,819	17,042	28.7	24.3	9.5	9.2	.0381	
Dona Ana	1,145,819	17,042	28.7	24.3	9.5	9.2	.0381	
* Las Cruces	580,198	18,417	25.6	25.5	11.4	9.8	.0222	
SUBURBAN TOTAL	565,621	15,884	31.6	23.1	7.7	8.6	.0159	
SANTA FE	1,550,861	27,049	21.0	25.4	16.9	20.5	.0470	
Los Alamos	391,261	47,569	8.1	17.6	23.2	46.4	.0088	
Santa Fe	1,159,600	23,689	23.6	27.1	15.6	15.2	.0382	
* Santa Fe	778,587	23,910	23.5	25.6	16.3	15.9	.0288	
SUBURBAN TOTAL	772,274	31,125	17.8	25.2	17.7	26.1	.0182	
OTHER COUNTIES								
Catron	17,910	14,167	32.0	22.7	8.1	3.0	.0006	
Chaves	587,803	19,144	28.6	25.4	12.3	10.3	.0183	
Cibola	184,437	21,479	24.2	29.9	16.0	7.9	.0061	
Coffey	112,494	16,754	27.9	26.5	10.2	5.8	.0042	
Curry	415,630	18,330	30.9	26.5	10.5	8.5	.0147	
De Baca	21,898	13,667	32.4	20.3	6.6	5.3	.0007	
Eddy	505,424	21,190	25.6	30.2	15.0	9.5	.0163	
Grant	291,007	24,768	19.9	27.4	19.9	11.3	.0093	
Guadalupe	24,999	12,000	31.4	18.3	3.6	4.0	.0011	

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over		
Harding	7,064	13,000	36.0	16.5	5.0	5.0	.0002	
Hidalgo	41,829	15,518	29.0	29.0	9.6	1.9	.0017	
Lea	670,158	26,313	19.9	31.3	17.9	13.1	.0200	
Lincoln	149,241	18,515	27.4	27.3	10.3	9.2	.0050	
Luna	119,406	12,445	30.8	19.1	6.4	4.2	.0049	
McKinley	360,583	13,160	25.3	22.4	7.9	4.0	.0169	
Mora	23,224	10,639	26.8	20.7	3.8	1.3	.0007	
Otero	495,598	20,810	30.4	28.7	13.9	9.6	.0159	
Quay	109,206	18,613	26.0	25.2	10.9	10.1	.0035	
Rio Arriba	202,058	13,543	29.2	23.0	7.0	2.6	.0080	
Roosevelt	130,373	13,471	26.3	20.1	8.5	6.4	.0047	
Sandoval	622,186	25,322	23.0	28.5	17.4	15.8	.0161	
San Juan	828,617	22,729	20.8	28.8	15.9	10.8	.0287	
San Miguel	160,749	12,879	30.5	19.7	7.3	3.4	.0060	
Sierra	79,008	12,861	31.6	18.8	5.9	4.2	.0029	
Socorro	90,151	13,624	33.7	19.8	7.3	3.6	.0033	
Taos	157,798	15,066	29.9	32.5	8.2	6.1	.0067	
Torrance	65,684	13,907	35.1	18.2	7.1	4.1	.0024	
Union	46,102	16,551	27.6	23.2	8.8	9.9	.0014	
Valencia	381,466	19,386	28.4	26.7	14.1	7.7	.0219	
TOTAL METRO COUNTIES	8,417,866	21,868	25.5	26.4	14.4	13.2	.2791	
TOTAL STATE	13,319,989	20,309	25.9	26.3	13.4	11.0	.5123	

New York

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
ALBANY-SCHENECTADY-TROY	859.3	.3439	34.3	10.8	16.8	19.8	28.9	326.8	7,037,744	1,550,363	643,339	804,447	358,357	1,635,782	229,832	
Albany	284.4	.1139	34.2	12.1	17.6	18.9	29.7	112.0	3,134,373	571,600	306,645	422,184	198,901	778,738	90,417	
* Albany	96.1	.0385	33.4	16.3	17.9	15.1	32.1	40.8	1,119,434	164,646	123,607	169,617	52,196	311,157	33,601	
Greene	44.2	.0176	37.6	8.7	14.2	19.9	33.9	17.1	303,096	88,334	21,871	18,415	8,162	65,793	8,163	
Montgomery	53.0	.0212	37.8	7.9	15.0	18.1	35.5	20.4	294,625	78,287	20,207	34,983	7,734	49,795	18,203	
Rensselaer	152.0	.0608	33.2	12.1	16.1	19.3	27.8	55.2	854,209	260,002	77,729	61,483	29,527	184,718	37,181	
* Troy	52.5	.0210	31.6	17.7	15.2	15.5	29.3	19.8	342,859	105,605	45,005	24,877	19,227	47,954	22,355	
Saratoga	174.8	.0700	32.2	9.4	18.0	22.4	22.5	62.6	1,283,714	272,677	133,984	117,518	47,750	332,398	27,288	



RETAIL SALES BY STORE GROUP—1989

METRO & COUNTY TOTALS

N.Y. (cont.)

POPULATION—12/31/89



S&M ESTIMATES

METRO AREA
County
City

	Total Population (Thousands)	% of U.S.	Median Age of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
Schenectady	150.9	.0604	36.5	9.2	15.9	19.8	32.4	59.5	
* Schenectady	67.3	.0269	34.9	11.7	17.0	16.0	33.9	28.8	
SUBURBAN TOTAL	643.4	.2575	34.5	9.0	16.7	21.3	28.0	237.4	
BINGHAMTON	263.7	.1056	34.3	11.1	15.6	20.7	28.1	98.4	
Brooma	210.0	.0841	34.6	11.7	15.7	20.0	29.4	79.4	
* Binghamton	51.8	.0207	37.1	12.1	15.8	16.1	36.3	22.0	
Tioga	53.7	.0215	32.8	8.5	15.7	23.7	22.8	19.0	
SUBURBAN TOTAL	211.9	.0849	33.7	10.8	15.6	21.9	26.1	76.4	
BUFFALO	968.2	.3875	35.0	10.4	15.8	20.1	29.9	362.3	
Erie	968.2	.3875	35.0	10.4	15.8	20.1	29.9	362.3	
* Buffalo	323.2	.1294	34.4	11.9	16.3	16.8	32.2	134.3	
SUBURBAN TOTAL	645.0	.2581	35.3	9.7	15.6	21.9	28.6	228.0	
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	1,187.5	.4753	34.6	10.4	15.9	20.1	29.6	444.2	
ELMIRA	94.0	.0376	34.3	10.7	15.4	19.3	29.8	34.3	
Chemung	94.0	.0376	34.3	10.7	15.4	19.2	29.8	34.3	
* Elmira	33.5	.0134	32.3	15.2	15.0	15.0	31.0	12.3	
SUBURBAN TOTAL	60.5	.0242	35.3	8.1	15.7	21.6	28.9	22.0	
GLENS FALLS	116.0	.0465	33.9	8.9	15.8	20.3	27.9	41.2	
Warren	57.6	.0231	34.0	8.8	15.9	19.9	28.6	21.3	
* Glens Falls	16.7	.0067	33.6	9.8	17.2	16.5	31.1	6.8	
Washington	58.4	.0234	32.7	9.1	15.6	20.7	27.2	19.9	
SUBURBAN TOTAL	99.3	.0398	33.9	8.8	15.7	20.9	27.3	34.4	
JAMESTOWN-DUNKIRK	144.8	.0579	35.1	10.4	14.9	19.2	30.9	54.2	
Chautauque	144.8	.0579	35.1	10.4	14.9	19.2	30.9	54.2	
* Dunkirk	14.6	.0058	35.8	9.6	15.2	16.8	34.1	5.6	
* Jamestown	34.5	.0138	34.2	9.7	15.3	17.0	34.3	14.2	
SUBURBAN TOTAL	95.7	.0383	34.7	10.7	14.6	20.5	29.1	34.4	
NASSAU-SUFFOLK	2,669.9	1.0687	34.9	9.3	15.5	23.4	26.4	881.4	
Nassau	1,329.9	.5323	33.9	9.4	14.7	22.6	30.5	449.9	
Hempstead	43.5	.0174	32.9	10.0	18.2	22.1	24.1	15.8	
Suffolk	1,340.0	.5364	32.9	9.0	16.3	24.2	22.4	431.5	
SUBURBAN TOTAL	2,669.9	1.0687	34.9	9.2	15.5	23.4	26.4	881.4	
NEW YORK	8,602.1	3.4431	35.5	9.1	17.5	21.8	29.1	3,484.5	
Brooklyn	1,220.5	.4885	33.7	9.8	15.9	20.5	27.5	409.7	
Kings	2,313.3	.9259	33.8	9.5	17.0	20.1	27.9	905.2	
New York (Manhattan)	1,515.0	.6064	36.8	9.0	22.3	23.8	29.4	782.9	
* New York City	7,380.7	2.9542	35.4	9.2	17.9	21.3	29.3	3,044.8	
Putnam	85.4	.0342	33.5	7.5	17.2	25.7	21.7	29.0	
Queens	1,944.3	.7782	37.7	8.7	16.7	21.1	32.9	754.7	
Richmond	387.6	.1552	33.4	8.9	18.0	22.9	24.2	132.3	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnishings (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,167,727	279,463	82,903	149,864	66,283	224,340	48,580
491,481	137,637	42,948	36,461	26,414	128,208	24,904
5,083,970	1,142,475	317,779	573,492	258,520	1,148,463	148,972
1,929,513	429,471	181,064	228,216	94,331	413,291	79,873
1,693,763	365,983	167,359	219,801	90,738	331,920	71,885
5,806,7	121,414	52,095	56,290	39,345	99,224	24,397
235,750	63,488	13,705	8,415	3,593	81,371	7,988
1,411,446	308,057	128,969	171,926	54,986	314,067	55,476
6,463,339	1,467,921	700,306	737,965	342,958	1,381,739	296,835
6,463,339	1,467,921	700,306	737,965	342,958	1,381,739	296,835
1,444,195	442,989	213,148	93,360	64,168	198,743	93,348
5,019,144	1,024,932	487,058	644,605	278,790	1,182,996	203,487
7,835,072	1,795,125	833,055	907,475	398,494	1,667,096	354,663
648,794	128,835	58,054	131,476	29,713	127,426	28,469
648,794	128,835	58,054	131,476	29,713	127,426	28,469
271,422	59,848	24,899	26,606	14,093	65,639	18,774
397,372	60,987	33,155	104,870	15,620	61,787	9,695
1,028,397	247,010	96,009	93,890	34,289	262,184	36,522
752,330	158,169	75,320	66,474	29,071	195,297	25,441
420,237	82,304	23,116	66,329	14,992	151,006	11,090
276,067	88,841	20,689	27,416	5,218	66,887	11,081
608,160	164,704	72,893	27,561	19,297	111,178	25,432
816,655	207,561	75,905	85,769	36,948	216,416	29,014
816,655	207,561	75,905	85,769	36,948	216,416	29,014
116,409	45,932	7,287	21,055	3,944	9,805	7,511
304,864	64,152	20,600	23,894	11,593	131,998	10,793
395,579	97,457	48,018	40,820	21,411	74,613	10,710
26,160,167	5,813,819	2,086,003	2,414,949	1,722,015	5,474,396	834,099
14,408,466	3,385,869	1,253,148	1,258,652	1,058,820	2,861,652	439,573
570,337	62,934	17,434	31,235	20,618	336,512	5,768
11,751,699	2,627,950	832,855	1,156,297	663,195	2,612,744	374,526
26,160,167	5,813,819	2,086,003	2,414,949	1,722,015	5,474,396	834,099
48,121,117	9,488,623	6,478,924	5,008,494	3,351,767	6,110,423	1,926,731
3,024,055	713,813	295,948	324,662	216,126	414,586	188,217
7,190,884	1,906,210	538,921	674,282	510,488	1,007,283	326,286
17,790,516	2,001,824	3,600,552	2,036,392	1,468,464	708,632	624,518
37,866,765	7,428,362	5,619,696	3,902,456	2,733,441	3,657,442	1,605,546
507,187	123,810	38,267	31,797	17,645	135,725	15,827
7,841,757	2,177,020	1,034,885	639,159	449,654	1,197,829	377,071
2,019,553	629,495	149,370	227,961	88,709	329,110	89,454

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*1989 Simmons

N.Y. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
Rockland	269.4	.1078	34.2	8.6	15.4	26.5	22.3	86.2	
Westchester	866.6	.3469	37.3	8.6	15.5	23.3	30.6	324.5	
Mount Vernon	68.7	.0275	36.8	8.6	16.1	21.2	31.6	27.5	
New Rochelle	69.1	.0277	38.3	9.3	15.6	21.7	33.4	26.6	
* White Plains	45.0	.0180	39.1	8.3	16.7	22.2	34.2	19.2	
Yonkers	184.6	.0739	37.4	9.4	16.6	19.9	33.5	73.1	
SUBURBAN TOTAL	1,176.4	.4709	36.2	8.5	15.5	24.3	27.9	420.5	

NEW YORK-NORTHERN NEW JERSEY

LONG ISLAND CONSOLIDATED AREA . 18,101.2 7,3449 35.4 9.1 16.7 22.3 28.4 6,887.5

NIAGARA FALLS	219.3	.0878	34.3	10.3	15.4	19.9	29.1	81.9	
Niagara	219.3	.0878	34.3	10.3	15.4	19.9	29.1	81.9	
* Niagara Falls	64.0	.0256	35.9	10.8	15.0	16.6	34.5	25.9	
SUBURBAN TOTAL	155.3	.0622	33.8	10.0	16.0	21.3	26.8	56.0	
ORANGE COUNTY	294.3	.1177	32.9	9.6	16.8	22.0	24.4	98.8	
Orange	294.3	.1177	32.9	9.6	16.8	22.0	24.4	98.8	
SUBURBAN TOTAL	294.3	.1177	32.9	9.6	16.8	22.0	24.4	98.8	
POUGHKEEPSIE	265.3	.1062	34.1	10.2	17.0	23.3	25.1	91.6	
Dutchess	265.3	.1062	34.1	10.2	17.0	23.3	25.1	91.6	
* Poughkeepsie	30.6	.0122	35.5	10.6	16.9	17.5	33.1	13.3	
SUBURBAN TOTAL	234.7	.0940	33.9	10.1	16.9	24.0	24.1	78.3	
ROCHESTER	994.5	.3980	33.1	10.9	17.5	20.8	25.8	370.7	
Livingston	61.3	.0245	31.7	14.4	15.8	20.3	24.4	20.4	
Monroe	705.1	.2822	33.1	11.0	17.9	20.8	25.8	269.7	
* Rochester	233.9	.0936	32.0	12.0	19.6	16.3	27.8	98.1	
Ontario	94.9	.0380	33.3	10.3	17.3	20.7	26.4	33.9	
Orleans	41.4	.0166	33.9	9.1	15.7	20.5	27.8	14.4	
Wayne	91.8	.0367	33.1	8.4	17.0	22.2	24.5	32.3	
SUBURBAN TOTAL	760.6	.3044	33.3	10.5	16.9	22.2	25.2	272.6	
SYRACUSE	686.1	.2687	32.3	12.3	16.8	19.9	25.5	239.5	
Madison	68.6	.0275	30.9	14.7	15.2	19.7	24.1	22.7	
Onondaga	463.8	.1857	32.9	11.7	17.1	20.0	26.3	174.3	
* Syracuse	157.1	.0629	31.2	16.0	17.5	15.3	29.8	65.3	
Oswego	123.7	.0495	30.6	12.7	16.2	19.6	23.3	42.5	
SUBURBAN TOTAL	499.0	.1998	32.3	11.0	16.4	21.4	24.2	174.2	
UTICA-ROME	318.3	.1273	35.2	9.8	15.0	19.4	30.9	114.9	
Herkimer	66.3	.0273	35.4	9.1	14.7	19.2	31.3	24.8	
Oneida	250.0	.1000	35.1	10.1	15.0	19.4	30.8	90.1	
* Rome	42.2	.0169	32.7	11.4	16.8	18.5	27.7	15.2	
* Utica	68.4	.0274	37.9	10.8	14.6	16.2	37.1	27.2	
SUBURBAN TOTAL	207.7	.0830	35.1	9.2	14.7	20.5	29.5	72.5	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,819,374	427,935	152,490	158,660	98,987	491,613	67,730
7,927,791	1,508,516	668,471	915,581	501,694	1,825,643	237,628
469,233	65,286	15,067	8,060	9,154	73,135	12,540
609,486	61,889	41,530	65,605	27,341	281,336	16,158
1,133,364	56,921	87,153	359,983	82,754	250,736	24,082
1,238,548	336,471	92,737	144,080	103,401	213,021	45,261
9,120,988	2,003,340	772,075	746,055	535,572	2,202,245	297,103
129,779,460	26,277,616	13,394,513	12,905,043	8,482,226	23,656,159	4,249,618
1,371,733	327,204	132,849	169,510	55,536	285,357	57,848
1,371,733	327,204	132,849	169,510	55,536	285,357	57,848
379,430	109,265	52,621	26,177	20,906	37,576	15,125
992,303	217,939	80,228	143,333	34,630	247,781	42,723
2,429,061	591,639	188,944	240,683	118,368	548,176	65,894
2,429,061	591,639	188,944	240,683	118,368	548,176	65,894
2,152,445	492,213	165,927	290,018	99,377	456,002	67,794
2,152,445	492,213	165,927	290,018	99,377	456,002	67,794
576,295	44,430	42,892	91,847	19,450	158,906	25,561
1,576,153	447,783	123,035	198,171	79,927	297,096	42,233
7,504,868	1,722,950	712,793	786,245	423,151	1,786,652	268,253
331,208	87,394	26,845	23,242	6,239	96,878	12,979
5,751,375	1,286,617	579,008	609,841	360,191	1,344,563	204,427
1,418,654	303,479	200,020	56,364	121,660	295,236	64,011
849,612	167,591	72,057	115,450	42,781	200,840	23,514
154,033	54,883	12,100	11,623	5,511	29,031	7,067
418,640	126,465	22,783	26,089	8,429	115,340	20,266
6,086,214	1,419,471	512,773	729,881	301,491	1,491,416	204,242
4,764,694	1,081,423	495,148	416,673	278,390	1,099,904	190,849
357,367	94,358	43,288	23,444	10,880	88,941	16,919
3,787,582	841,771	385,826	343,807	250,874	850,827	143,557
1,113,528	201,045	143,604	26,484	108,641	333,734	45,860
619,745	145,494	66,034	49,422	16,636	160,136	30,373
3,651,166	880,578	351,544	390,189	169,749	766,170	144,989
2,005,112	465,073	194,127	216,102	82,966	426,604	98,652
376,600	98,544	39,040	47,595	12,916	60,515	18,998
1,628,512	366,529	155,087	168,507	70,050	366,089	79,654
295,616	72,042	25,388	27,329	10,414	84,758	17,370
386,760	104,684	54,361	28,869	18,781	25,230	29,440
1,322,736	288,347	114,378	159,904	53,771	316,616	51,842

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METRO & COUNTY TOTALS

N.Y. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA
County
City

Total
Population
(Thous-
ands)

%
Of
U.S.

Median
Age Of
Pop.

% of Population by Age Group

18-24
Years

25-34
Years

35-49
Years

50 &
Over

House-
holds
(Thous-
ands)

Total
Retail
Sales
(\$000)

Food
(\$000)

Eating &
Drinking
Places
(\$000)

General
Merch.
(\$000)

Furniture/
Furnish-
ings
(\$000)

Auto-
mobile
(\$000)

Drug
(\$000)

OTHER COUNTIES

Allegany	53.1	.0212	30.5	16.5	14.1	18.1	25.5	17.9	174,732	60,179	20,278	12,659	7,142	25,769	9,145
Cattaraugus	85.0	.0340	33.1	10.6	15.2	19.0	28.1	30.2	429,422	95,302	49,774	63,534	18,214	87,164	20,335
Cayuga	83.6	.0335	33.8	9.3	16.5	19.2	28.9	28.9	403,692	107,607	32,838	37,573	13,470	103,696	12,196
Chemung	53.5	.0214	33.9	8.4	15.3	20.6	27.7	19.2	272,438	74,225	17,340	15,852	5,965	71,483	13,238
Clinton	83.3	.0334	29.6	16.1	18.0	20.1	20.3	26.9	593,532	119,923	46,223	92,510	24,199	125,986	19,702
Columbia	63.1	.0252	37.0	7.6	15.5	20.6	32.3	23.8	355,237	101,031	27,034	21,123	11,993	62,522	12,034
Cortland	49.1	.0197	30.5	16.7	15.3	18.8	24.3	17.1	357,863	78,674	40,873	25,928	14,313	77,647	18,851
Delaware	50.3	.0201	35.5	10.6	14.3	19.6	31.2	18.1	352,051	96,118	21,321	29,158	9,407	65,496	16,012
Essex	38.3	.0154	35.8	8.2	15.2	20.2	31.1	14.4	263,889	75,497	32,935	16,361	2,955	56,471	5,968
Franklin	46.0	.0184	33.4	10.7	14.7	18.9	28.7	15.7	262,566	68,777	19,645	22,469	8,459	46,217	15,561
Fulton	55.3	.0221	35.7	8.2	15.1	19.1	31.9	20.9	326,590	87,168	18,522	24,005	11,971	88,130	17,464
Genesee	60.8	.0244	33.6	9.1	16.0	20.6	27.2	21.5	366,500	88,014	33,349	34,771	15,116	78,602	12,073
Hamilton	5.6	.0023	40.0	6.6	12.4	21.3	36.3	1.9	24,403	7,229	3,955	1,576	946	3,566	17
Jefferson	103.7	.0415	34.0	9.1	15.2	19.1	29.4	36.9	836,182	154,259	79,260	87,806	42,516	213,565	34,518
Lewis	27.3	.0110	31.9	9.2	15.1	19.2	26.2	9.4	86,310	24,038	8,740	9,751	2,114	15,977	6,452
Ontario	60.9	.0244	33.5	15.9	14.3	18.0	29.8	21.6	476,618	99,781	50,757	44,149	8,389	128,921	14,470
St. Lawrence	113.0	.0452	31.0	15.2	14.3	18.6	25.6	37.0	686,842	175,752	58,339	59,635	27,897	180,132	41,685
Schoharie	32.8	.0131	33.3	14.1	14.3	19.2	28.3	11.2	149,595	47,598	9,140	10,322	4,973	33,839	5,616
Schuyler	18.4	.0074	34.2	8.4	15.6	20.7	28.1	6.5	97,295	14,964	10,826	2,619	1,861	43,864	2,779
Seneca	34.0	.0136	34.8	9.7	15.6	20.6	29.1	11.9	176,483	45,203	13,806	9,896	4,934	54,439	8,338
Steuben	99.0	.0396	34.7	8.4	15.3	20.4	29.2	36.6	565,751	164,488	51,958	53,795	31,412	95,058	26,619
Sullivan	71.1	.0284	36.6	8.8	15.9	20.3	32.0	26.3	511,953	147,914	37,671	36,249	10,574	88,324	16,210
Tompkins	90.9	.0364	27.7	25.2	19.5	16.7	19.1	31.9	625,343	152,667	54,904	72,438	30,343	141,673	20,172
Ulster	169.5	.0678	34.7	9.9	17.0	21.5	27.9	63.2	1,312,283	320,883	102,255	139,372	43,713	251,903	43,367
Wyoming	42.3	.0169	32.8	9.1	18.0	21.0	25.1	13.9	196,728	58,628	14,978	11,501	8,313	44,632	7,436
Yates	22.5	.0090	35.1	9.8	15.0	19.2	31.1	8.7	94,852	27,519	9,492	4,914	1,447	21,644	3,715
TOTAL METRO COUNTIES	16,465.8	6.5905	34.9	9.6	16.9	21.6	28.3	6,290.5	112,483,636	23,396,305	12,309,392	11,624,437	7,028,166	20,324,352	4,318,668
TOTAL STATE	18,079.2	7.2359	34.8	9.8	16.7	21.4	28.2	6,852.1	122,452,786	25,699,743	13,875,505	12,564,403	7,399,802	22,431,872	4,616,658

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N.Y. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
ALBANY-SCHENECTADY-TROY	12,064,387	27,842	20.5	26.9	18.7	19.3	.3748
Albany	4,387,568	28,923	19.9	25.4	18.4	22.2	.1442
• Albany	1,337,750	21,608	25.4	24.3	18.6	15.3	.0475
Greene	515,279	22,131	25.4	27.8	15.7	11.2	.0167
Montgomery	618,103	22,912	24.7	29.4	16.7	10.6	.0187
Rensselaer	1,944,293	26,841	20.6	27.2	18.8	17.1	.0565
• Troy	594,238	20,358	25.4	24.9	13.8	11.9	.0192
Saratoga	2,396,099	30,488	18.8	28.2	21.2	20.5	.0729
Schenectady	2,203,045	27,862	20.5	26.9	18.1	19.7	.0658
• Schenectady	873,878	21,940	25.4	27.2	14.7	12.1	.0272
SUBURBAN TOTAL	9,258,321	30,447	16.7	27.4	20.5	21.4	.2809
BINGHAMTON	3,555,833	27,042	22.0	27.5	17.8	18.7	.1088
Braam	2,828,988	26,535	22.3	27.7	17.8	17.7	.0893
• Binghamton	657,976	20,077	28.2	25.1	13.5	11.6	.0232
Tioga	726,845	29,450	20.7	26.4	17.9	22.8	.0195
SUBURBAN TOTAL	2,897,857	29,241	20.2	28.2	19.0	20.7	.0856
BUFFALO	12,316,950	26,156	20.5	27.3	18.6	15.5	.3774
Erie	12,316,950	26,156	20.5	27.3	18.6	15.5	.3774
• Buffalo	3,562,039	17,959	25.3	24.5	12.4	8.9	.1052
SUBURBAN TOTAL	8,754,911	30,815	17.6	28.9	22.3	19.4	.2722
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	14,890,624	25,903	20.6	27.8	18.6	14.8	.4581
ELMIRA	1,047,870	22,945	25.1	29.8	15.8	11.1	.0351
Chemung	1,047,870	22,945	25.1	29.8	15.8	11.1	.0351
• Elmira	316,479	18,597	27.2	28.0	11.5	7.0	.0122
SUBURBAN TOTAL	731,391	25,548	23.9	30.8	18.2	13.4	.0229
GLENS FALLS	1,332,603	24,298	23.9	29.7	16.8	13.1	.0475
Warren	719,214	24,734	23.6	28.8	16.3	15.3	.0286
• Glens Falls	210,365	22,959	24.1	28.0	16.7	11.4	.0119
Washington	613,389	23,837	24.3	30.6	17.4	10.7	.0189
SUBURBAN TOTAL	1,122,238	24,561	23.9	30.1	16.8	13.4	.0356
JAMESTOWN-DUNKIRK	1,594,117	22,170	25.1	30.1	15.0	9.9	.0500
Chautauque	1,594,117	22,170	25.1	30.1	15.0	9.9	.0500
• Dunkirk	163,078	21,158	23.3	26.5	15.1	10.9	.0057
• Jamestown	364,017	18,576	28.6	28.2	11.8	6.9	.0136
SUBURBAN TOTAL	1,067,022	23,727	24.0	31.4	16.3	11.0	.0307
NASSAU-SUFFOLK	51,030,361	45,711	10.9	17.6	19.9	44.8	1.4458
Nassau	28,179,534	49,648	9.6	16.0	18.6	49.6	.7861
Hempstead	704,032	32,581	16.7	23.5	16.3	30.9	.0241
Suffolk	22,850,827	42,393	12.2	19.3	21.3	39.9	.6597
SUBURBAN TOTAL	51,030,361	45,711	10.9	17.6	19.9	44.8	1.4458

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
NEW YORK	132,059,479	25,129	20.3	23.0	14.9	21.0	3.5355
Bronx	12,159,484	17,097	24.6	22.6	11.5	9.7	.3353
Kings	26,649,149	20,046	23.6	23.6	13.2	13.3	.7158
New York (Manhattan)	34,388,863	26,072	19.5	22.1	13.5	24.4	.9542
• New York City	106,375,480	23,273	21.4	23.7	14.5	17.8	2.8684
Putnam	1,483,788	42,609	12.3	18.7	22.6	39.3	.0383
Queens	27,365,983	27,280	20.1	26.2	17.8	19.6	.7085
Richmond	5,812,001	35,821	14.2	22.5	22.3	29.0	.1547
Rockland	5,139,373	48,832	10.3	15.9	18.4	48.8	.1313
Westchester	19,060,838	42,287	12.9	18.8	16.6	42.2	.4974
Mount Vernon	1,149,060	29,883	18.6	20.1	15.7	27.8	.0312
New Rochelle	1,472,948	38,270	14.6	20.1	16.7	37.5	.0386
• White Plains	1,037,914	37,218	14.6	21.4	15.6	37.0	.0391
Yonkers	3,403,024	35,254	15.8	21.5	18.1	32.2	.0881
SUBURBAN TOTAL	24,446,085	43,840	12.3	18.0	17.5	43.5	.6280
NEW YORK-NORTHERN NEW JERSEY- LONG ISLAND CONSOLIDATED AREA	310,379,213	32,079	17.0	21.3	16.6	29.6	8.4307
NIAGARA FALLS	2,573,674	25,002	21.3	30.5	18.6	11.5	.0807
Niagara	2,573,674	25,002	21.3	30.5	18.6	11.5	.0807
• Niagara Falls	710,152	20,967	23.4	28.7	14.8	8.5	.0225
SUBURBAN TOTAL	1,863,522	26,736	20.2	31.5	20.4	12.8	.0582
ORANGE COUNTY	3,914,491	30,547	18.1	25.9	20.7	21.7	.1254
Orange	3,914,491	30,547	18.1	25.9	20.7	21.7	.1254
SUBURBAN TOTAL	3,914,491	30,547	18.1	25.9	20.7	21.7	.1254
POUGHKEEPSIE	3,997,285	34,203	16.5	23.9	20.7	27.9	.1195
Dutchess	3,997,285	34,203	16.5	23.9	20.7	27.9	.1195
• Poughkeepsie	427,701	21,435	24.5	22.6	14.3	15.6	.0190
SUBURBAN TOTAL	3,569,584	35,986	15.2	24.0	21.9	30.0	.1005
ROCHESTER	14,266,062	29,974	18.4	26.3	20.1	21.3	.4273
Livingston	684,372	25,936	22.3	30.6	19.0	13.2	.0211
Monroe	10,647,419	30,777	17.6	25.3	20.1	22.9	.3186
• Rochester	7,881,099	21,139	23.4	26.3	14.8	11.3	.0873
Ontario	1,225,368	28,384	20.5	29.8	20.6	16.4	.0411
Orleans	508,107	27,868	21.7	26.6	20.3	17.5	.0137
Wayne	1,200,796	29,581	19.1	27.8	20.7	19.4	.0328
SUBURBAN TOTAL	11,384,963	33,268	16.6	26.2	22.1	24.9	.3400
SYRACUSE	8,632,859	27,509	20.4	27.4	19.1	17.8	.2648
Madison	742,669	24,453	23.8	30.1	17.0	12.5	.0230
Onondaga	6,378,292	27,937	20.2	26.9	19.3	18.5	.2001
• Syracuse	1,900,687	19,956	25.9	25.5	13.7	10.7	.0609
Oswego	1,511,898	27,700	19.9	27.5	19.9	17.5	.0437
SUBURBAN TOTAL	6,732,172	30,448	18.3	28.1	21.2	20.4	.2059

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METRO & COUNTY TOTALS

N.Y. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
UTICA-ROME	3,357,535	23,329	23.8	30.1	16.1	11.5	.1143
Herkimer	740,063	22,877	24.6	31.4	15.1	10.4	.0232
Oneida	2,817,492	23,463	23.6	29.6	16.4	11.8	.0911
• Rome	462,946	22,232	26.0	30.3	15.3	10.3	.0156
• Utica	716,176	18,702	26.3	26.7	12.6	7.8	.0231
SUBURBAN TOTAL	2,378,433	23,376	22.4	31.3	17.6	13.1	.0756
OTHER COUNTIES							
Allegany	439,769	17,978	30.6	30.1	10.1	4.0	.0139
Cattaraugus	881,560	21,893	25.6	29.9	15.4	9.1	.0277
Cayuga	840,756	22,440	24.8	30.6	16.3	8.7	.0266
Chemung	586,155	22,850	27.0	30.1	17.2	9.7	.0180
Columbia	818,502	21,564	27.4	29.4	14.8	9.6	.0294
Cortland	783,219	24,212	25.1	29.0	16.3	13.6	.0232
Delaware	501,931	21,690	26.0	30.0	14.8	9.0	.0178
Essex	519,126	21,170	27.5	30.7	13.5	8.9	.0181
Franklin	418,468	21,405	26.7	28.8	14.7	9.7	.0141
Fulton	428,957	18,786	29.9	25.8	13.4	7.6	.0147
Fulton	602,262	21,653	25.7	31.0	13.9	9.1	.0193

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
Genesee	629,851	23,163	24.7	32.6	16.3	8.5	.0208
Hamilton	47,223	18,583	33.5	29.7	10.3	5.6	.0016
Jefferson	1,008,684	20,169	27.4	28.7	13.7	8.0	.0382
Lewis	282,088	21,373	26.3	32.6	13.3	7.6	.0077
Orango	594,255	22,666	26.4	28.2	15.1	12.5	.0238
St. Lawrence	1,092,618	20,975	25.6	27.0	15.0	10.1	.0377
Schoharie	327,547	21,494	27.0	30.4	14.4	8.7	.0103
Schuyler	213,156	25,342	25.0	31.2	19.0	12.1	.0063
Seneca	432,162	27,629	21.7	29.8	20.0	16.3	.0125
Steuben	1,056,000	21,416	26.8	29.9	14.2	9.4	.0337
Sullivan	897,214	23,558	25.5	26.7	15.5	14.6	.0281
Tompkins	1,257,898	26,672	21.8	25.8	16.6	20.9	.0373
Ulster	2,247,009	25,888	22.1	26.5	17.3	18.1	.0706
Wyoming	457,713	25,662	21.8	32.2	18.5	12.5	.0139
Yates	221,024	18,310	29.6	28.4	10.5	6.6	.0067
TOTAL METRO COUNTIES	251,943,526	28,271	19.0	23.6	16.8	23.4	7.1089
TOTAL STATE	269,608,653	27,632	19.6	23.9	16.7	22.4	7.6809

North Carolina

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ASHEVILLE	175.0	.0700	36.0	8.8	16.7	21.6	36.8	71.3	1,228,526	258,510	120,710	176,012	68,689	234,142	43,854
Buncombe	175.0	.0700	36.0	8.8	16.7	21.6	36.8	71.3	1,228,526	258,510	120,710	176,012	68,689	234,142	43,854
• Asheville	66.0	.0264	39.1	8.4	15.9	18.3	36.8	29.1	942,325	155,408	96,032	167,202	54,384	180,133	31,649
SUBURBAN TOTAL	109.0	.0436	34.6	9.0	17.2	23.6	25.7	42.2	286,201	103,102	24,678	8,810	14,305	54,009	12,205
BURLINGTON	105.6	.0423	35.4	10.0	16.0	22.4	28.3	41.5	880,949	156,017	77,754	83,213	42,480	217,470	34,569
Alamance	105.6	.0423	35.4	10.0	16.0	22.4	28.3	41.5	880,949	156,017	77,754	83,213	42,480	217,470	34,569
• Burlington	39.6	.0159	36.5	9.2	16.0	21.2	31.1	16.6	641,306	95,486	55,308	81,075	34,580	160,897	23,406
SUBURBAN TOTAL	66.0	.0264	34.8	10.5	16.1	23.1	26.6	24.9	239,643	60,531	22,446	2,138	7,900	56,573	11,161
CHARLOTTE-GASTONIA-ROCK HILL	1,127.9	.4516	32.8	10.3	18.2	22.3	23.7	430.6	8,435,589	1,440,547	804,349	889,284	491,454	2,147,299	330,858
Cabarrus	96.4	.0386	35.2	9.0	16.0	22.5	27.9	36.2	654,215	130,315	47,691	83,710	38,123	164,096	26,368
• Kannapolis	33.3	.0133	36.5	9.4	14.7	19.7	32.4	13.3	106,839	25,272	4,341	76	14,538	25,532	3,675
Gaston	175.2	.0702	33.3	9.4	17.0	22.0	25.1	65.0	1,111,609	234,583	98,556	153,258	46,133	287,334	53,581
• Gastonia	55.4	.0234	34.6	9.0	16.3	20.4	28.9	22.6	766,626	131,790	68,377	138,009	29,467	200,268	31,507
Lincoln	50.5	.0202	33.5	8.9	17.3	23.2	24.1	18.9	258,314	49,412	22,379	14,198	9,644	58,526	12,928
Mecklenburg	483.8	.1936	32.1	11.0	19.8	22.5	21.8	192.6	4,650,250	800,643	472,661	473,642	310,246	1,225,331	155,616
• Charlotte	392.2	.1570	32.0	10.9	20.3	21.6	22.2	160.0	4,014,016	625,078	388,657	425,113	270,043	1,150,156	128,862

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Source: 1990 Barbour and Associates Market Survey

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N.C. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mfg. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- motive (\$000)	Drug (\$000)
18-24 Years	25-34 Years	35-49 Years	50 & Over													
Rowan	106.5	.0426	35.9	9.7	15.8	20.9	30.4	41.6		514,933	137,369	46,303	42,740	20,221	106,416	25,951
Union	85.5	.0343	31.8	10.1	17.1	22.8	21.7	29.7		428,712	89,780	32,195	52,008	21,006	121,351	14,280
York, S. C.	130.0	.0521	31.6	11.1	17.3	21.9	22.3	46.6		817,556	198,445	84,564	69,728	46,081	184,235	32,134
• Rock Hill	45.6	.0183	30.4	15.1	17.0	17.7	24.5	16.5		505,044	120,591	50,376	64,434	28,354	96,723	17,947
SUBURBAN TOTAL	598.4	.2396	33.3	9.7	16.9	23.4	23.8	218.2		3,043,064	737,816	292,598	261,652	149,052	674,610	138,867
FAYETTEVILLE	262.0	.1049	26.5	18.2	19.7	19.7	13.6	86.5		1,648,907	272,526	152,605	268,330	126,857	388,635	44,662
Cumberland	262.0	.1049	26.5	18.2	19.7	19.7	13.6	86.5		1,648,907	272,526	152,605	268,330	126,857	388,635	44,662
• Fayetteville	76.1	.0305	31.4	13.2	17.0	20.6	23.3	30.1		1,160,256	164,335	110,918	222,063	73,393	300,152	34,024
SUBURBAN TOTAL	185.9	.0744	24.9	20.3	20.8	19.3	9.6	56.4		488,651	108,191	41,687	46,267	53,464	88,483	10,638
GREENSBORO-WINSTON-SALEM																
HIGH POINT	938.2	.3754	33.6	10.5	17.8	22.7	24.8	366.7		7,017,630	1,159,266	674,811	796,369	593,993	1,537,255	273,656
Davidson	126.5	.0506	34.0	9.1	16.9	23.6	24.7	48.0		585,025	134,627	55,795	38,700	29,874	134,097	27,593
Davie	29.2	.0117	34.2	8.0	17.8	23.7	24.9	11.0		102,836	24,891	8,810	8,828	11,134	20,730	5,969
Forsyth	270.8	.1083	33.6	10.8	18.1	22.4	25.1	109.4		2,338,622	383,725	216,540	274,880	158,308	611,089	91,871
• Winston-Salem	152.4	.0610	33.5	12.8	17.0	19.6	27.9	63.2		1,846,388	263,533	172,120	256,947	129,786	489,958	63,512
Guilford	338.3	.1354	33.0	11.9	17.8	21.8	24.7	132.4		3,284,972	457,491	333,280	428,982	362,211	630,245	112,189
• Greensboro	194.9	.0780	31.8	14.3	18.9	19.7	24.3	76.7		2,257,235	315,697	231,096	331,043	199,652	413,296	77,033
• High Point	67.9	.0272	33.8	10.4	16.5	19.9	28.1	26.6		706,366	50,448	72,937	74,966	144,831	190,846	24,834
Randolph	104.6	.0419	34.2	8.8	17.4	23.9	24.7	40.4		484,934	96,489	40,524	44,584	25,102	94,956	20,413
Stokes	38.0	.0152	33.3	8.6	17.9	23.7	23.1	13.8		98,721	28,965	9,489	3,316	3,532	16,458	7,169
Yadkin	30.8	.0123	36.1	8.4	16.2	23.4	28.6	11.7		122,520	33,078	10,373	3,079	3,832	29,680	8,452
SUBURBAN TOTAL	523.0	.2092	34.3	8.4	17.6	25.0	23.8	200.2		2,207,641	529,588	198,658	133,413	119,724	443,155	108,277
HICKORY-MORGANTON	227.4	.0910	33.6	9.3	17.4	23.5	24.1	86.4		1,581,297	337,210	149,571	158,693	97,611	351,540	65,844
Alexander	28.6	.0114	33.0	9.3	17.6	24.3	22.1	10.5		105,956	20,229	9,171	1,870	7,149	19,126	7,107
Burke	78.9	.0316	34.2	9.0	16.9	23.9	24.7	29.9		428,389	117,701	35,271	24,117	19,813	110,240	20,262
• Morganton	16.0	.0064	38.9	8.4	14.9	21.4	34.3	6.3		288,617	71,376	25,471	17,514	13,336	78,104	12,775
Catawba	119.9	.0480	33.4	9.6	17.5	23.1	24.1	46.0		1,046,952	199,280	105,129	132,706	70,649	222,174	38,475
• Hickory	28.6	.0114	35.1	12.4	15.9	20.2	29.9	12.2		698,900	114,174	57,020	105,520	54,364	170,890	20,425
SUBURBAN TOTAL	182.8	.0732	33.0	8.9	17.9	24.2	22.2	67.9		593,780	151,660	67,080	35,659	29,911	102,546	32,644

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METRO & COUNTY TOTALS

N.C. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
JACKSONVILLE	128.7	.0515	23.8	28.8	17.5	16.5	11.3	39.1	
Onslow	128.7	.0515	23.8	28.8	17.5	16.5	11.3	39.1	
• Jacksonville	30.1	.0120	29.0	14.9	19.9	20.4	17.5	11.5	
SUBURBAN TOTAL	98.6	.0395	23.2	33.0	16.7	15.3	9.4	27.6	
RALEIGH-DURHAM	698.5	.2795	31.2	14.5	20.4	21.3	20.9	272.8	
Durham	176.5	.0706	31.6	13.7	20.0	19.5	23.8	70.3	
• Durham	123.6	.0496	30.9	17.0	19.9	15.8	26.0	51.1	
Franklin	36.2	.0145	34.2	10.3	16.1	19.9	28.7	13.0	
Orange	89.0	.0356	28.6	23.2	21.7	18.1	18.1	34.6	
• Chapel Hill	38.9	.0156	24.9	36.2	19.2	15.4	14.9	12.8	
Wake	396.8	.1588	31.3	13.2	20.9	22.9	19.5	154.9	
• Raleigh	207.0	.0829	30.9	17.4	21.1	20.3	21.0	83.2	
SUBURBAN TOTAL	328.8	.1314	32.2	9.2	20.5	24.6	19.6	125.7	
WILMINGTON	120.0	.0480	32.7	11.0	18.2	21.2	24.6	47.3	
New Hanover	120.0	.0480	32.7	11.0	18.2	21.2	24.6	47.3	
• Wilmington	60.5	.0242	33.2	13.1	16.7	16.3	30.7	25.8	
SUBURBAN TOTAL	59.5	.0238	32.3	8.8	19.9	26.2	18.4	21.5	

OTHER COUNTIES

Allegany	10.1	.0041	37.2	7.8	15.4	21.6	31.8	3.9	
Anson	26.5	.0106	32.9	8.8	15.8	18.0	28.7	9.2	
Ashe	23.7	.0095	36.4	8.1	15.6	22.2	30.1	9.4	
Avery	15.3	.0061	33.0	12.2	16.5	21.0	25.7	5.5	
Beaufort	44.6	.0178	34.2	8.7	15.8	20.4	28.3	17.0	
Bertie	21.0	.0085	33.4	9.5	14.0	18.5	29.2	7.5	
Bladen	31.7	.0126	32.7	9.2	16.7	20.0	26.1	11.5	
Brunswick	53.6	.0215	33.4	8.7	16.6	21.3	26.1	19.9	
Caldwell	73.9	.0296	33.4	9.4	16.7	24.0	23.4	27.4	
Camden	6.1	.0024	34.8	9.5	14.2	21.8	27.9	2.2	
Carteret	52.4	.0210	34.3	10.3	17.2	21.1	27.7	21.2	
Caswell	22.2	.0089	33.0	9.9	17.1	21.4	25.1	7.3	
Chatham	37.7	.0151	34.0	8.8	19.4	21.7	26.5	14.8	
Cherokee	21.5	.0086	36.8	7.6	14.6	21.4	31.4	8.4	
Chowan	14.1	.0056	35.4	8.5	15.2	18.7	31.8	5.4	
Clay	7.5	.0030	37.5	7.5	16.1	19.0	34.5	2.8	
Cleveland	89.5	.0358	33.5	9.3	16.3	21.9	25.7	32.9	
Columbus	53.2	.0213	33.4	9.1	15.8	21.8	25.6	19.4	
Craven	82.2	.0329	28.9	14.9	18.2	19.0	20.0	30.0	
Curry	14.5	.0058	34.4	9.3	16.0	21.1	28.0	5.7	
Dare	22.7	.0091	35.8	9.4	18.5	20.1	31.0	9.5	
Duplin	42.2	.0169	33.8	9.1	15.4	21.0	27.1	15.6	
Edgecombe	60.0	.0241	31.7	9.8	17.0	19.1	25.3	21.0	
Gates	10.0	.0040	35.2	9.4	15.0	19.9	30.5	3.5	
Graham	7.3	.0029	34.4	8.3	16.1	21.2	27.8	2.5	
Granville	39.2	.0157	34.3	9.3	16.5	22.2	26.7	13.4	
Greene	16.1	.0064	31.7	10.8	16.8	19.5	24.9	5.4	
Halifax	56.4	.0226	33.4	9.3	15.3	19.3	28.3	20.3	
Harnett	67.7	.0271	31.5	13.6	16.0	20.0	24.3	24.5	
Haywood	49.4	.0198	37.2	8.1	15.1	23.1	30.6	19.5	
Henderson	71.9	.0287	38.3	7.3	14.9	21.0	34.2	29.9	
Hertford	23.8	.0096	33.0	11.5	14.7	18.8	28.2	8.3	
Hoke	24.1	.0096	28.6	12.1	16.8	19.0	20.2	7.7	
Hyde	5.5	.0022	34.2	9.7	14.7	18.3	30.5	2.0	
Iredell	92.8	.0372	34.5	8.9	16.2	22.3	27.0	35.2	
Jackson	28.0	.0112	31.0	18.9	15.4	19.7	24.2	10.0	
Johnston	81.6	.0326	34.2	8.7	16.8	22.2	26.4	31.1	
Jones	9.6	.0039	33.0	9.9	15.5	19.3	27.6	3.2	
Lee	43.3	.0173	33.1	9.6	17.3	22.2	24.5	16.1	
Lenoir	60.5	.0242	33.3	9.5	16.4	21.3	25.9	22.6	
McDowell	36.6	.0147	34.5	8.6	16.2	22.5	26.6	13.7	
Macon	23.5	.0094	39.6	7.3	14.3	20.9	36.0	9.8	
Madison	17.6	.0070	35.4	11.7	14.9	20.7	29.9	6.6	
Martin	27.4	.0110	33.4	9.2	15.8	20.3	27.3	9.5	
Mitchell	14.9	.0060	37.6	8.5	15.1	22.6	31.6	5.6	
Montgomery	24.5	.0098	33.7	9.3	16.4	20.0	27.8	9.0	
Misore	61.7	.0247	36.1	9.1	15.1	19.8	31.9	24.7	
Nash	74.2	.0297	33.1	9.4	17.3	21.0	25.7	38.1	
Rocky Mount	49.5	.0198	33.4	8.7	17.6	19.3	27.9	19.7	
Northampton	22.1	.0089	34.3	9.6	15.0	19.3	30.1	7.7	
Pamlico	11.6	.0047	35.4	8.7	15.1	20.2	30.4	4.2	
Passquotank	30.8	.0123	32.2	13.6	15.6	18.8	26.9	11.4	
Pender	27.9	.0112	34.0	8.2	16.3	20.4	27.9	10.2	
Perquimans	11.3	.0045	36.7	9.1	13.7	19.5	32.7	4.4	
Person	31.5	.0126	33.7	9.5	16.7	20.6	27.3	11.5	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
711,197	116,168	76,259	87,361	49,244	192,649	18,698
711,197	116,168	76,259	87,361	49,244	192,649	18,698
473,981	55,662	39,542	84,774	27,082	135,634	12,297
237,216	60,506	36,717	2,587	22,162	57,015	6,401
6,161,720	1,143,114	651,088	687,824	385,951	1,443,608	215,720
1,330,462	260,153	144,190	175,847	84,874	287,209	54,127
1,170,384	242,708	127,994	160,444	65,954	239,897	50,128
117,844	32,386	10,879	4,931	1,849	24,374	7,252
596,552	169,872	74,799	31,957	21,014	86,520	23,552
378,719	93,646	56,247	22,159	13,137	64,382	15,043
4,116,862	680,703	421,220	475,069	278,214	1,045,503	130,789
2,971,222	417,314	316,985	349,641	151,788	896,611	82,056
1,641,395	389,446	149,862	155,580	155,072	242,718	60,493
1,035,655	189,276	120,668	152,479	62,540	216,485	36,919
1,035,655	189,276	120,668	152,479	62,540	216,485	36,919
770,370	111,375	96,984	118,932	52,923	148,761	33,785
265,285	77,901	23,684	33,547	9,617	67,724	3,154
48,398	10,461	3,885	1,358	531	9,603	2,961
88,381	29,971	5,236	3,075	3,715	19,397	5,138
126,130	25,068	8,300	8,041	4,273	39,409	6,015
76,837	19,062	8,289	8,868	2,767	9,122	4,615
229,698	41,468	25,409	22,618	8,119	34,860	9,701
54,434	15,506	1,454	1,226	847	13,532	2,231
101,775	26,571	6,525	7,335	3,642	19,012	7,183
234,169	72,231	29,382	17,099	4,640	26,152	13,788
405,308	97,178	32,047	38,523	42,365	88,277	21,036
8,445	2,628	480	767	674	392	129
382,039	105,502	44,948	34,608	18,226	70,814	14,291
26,236	7,125	843	1,468	577	5,213	2,790
133,587	34,335	13,041	4,917	5,870	38,368	5,492
143,597	46,078	13,257	19,756	8,013	14,713	6,319
68,284	21,366	5,272	5,335	1,966	15,604	3,095
25,549	5,968	729	1,131	906	7,512	2,826
548,452	130,715	44,332	59,687	22,623	131,565	23,516
256,195	60,862	16,009	22,117	7,887	47,158	14,333
492,417	93,596	41,258	58,284	23,719	131,564	18,471
76,460	11,382	2,773	2,286	2,226	14,335	1,415
298,106	82,296	54,212	25,012	11,832	18,726	7,210
166,154	31,884	10,953	10,367	8,187	31,811	8,708
197,595	57,661	12,879	16,959	9,827	41,343	10,479
29,740	11,149	913	1,026	149	7,431	2,952
22,077	6,839	2,008	988	606	1,680	2,063
162,817	49,965	13,225	8,261	4,071	34,878	9,822
37,899	8,753	3,228	1,182	2,497	7,392	5,988
293,020	62,630	22,400	45,460	18,972	42,488	14,629
254,006	63,689	18,984	26,936	11,015	42,816	15,775
312,879	69,283	25,421	23,252	10,213	79,360	14,558
552,523	101,258	39,863	42,416	18,365	171,057	21,379
136,563	43,722	10,482	12,004	3,479	19,168	8,290
53,273	28,786	2,667	4,818	1,303	2,224	2,983
27,202	9,046	4,003	3,037	572	4,392	400
571,328	139,246	59,637	50,691	21,432	127,080	24,978
122,002	37,464	12,596	9,152	4,304	19,590	7,324
494,417	91,021	44,989	26,758	35,023	124,391	20,753
20,776	6,048	619	204	176	6,702	150
406,508	90,744	28,997	34,443	15,946	124,657	12,728
387,381	89,033	26,980	43,669	15,280	93,111	14,769
168,235	44,977	16,410	14,372	4,128	36,758	9,899
138,611	34,688	16,707	10,737	5,447	12,377	5,530
38,933	10,462	2,682	2,750	984	6,649	3,289
124,833	27,245	14,482	13,119	4,531	21,464	6,853
72,411	20,999	5,552	607	3,797	17,030	4,507
98,908	27,103	7,735	3,725	3,822	18,407	5,517
413,649	87,579	33,919	26,403	14,339	119,855	18,148
626,969	101,310	66,290	81,563	22,045	176,771	20,665
513,589	82,358	56,715	68,635	20,672	125,518	20,375
50,931	16,000	1,389	655	214	6,016	1,787
30,979	13,364	2,412	1,470	108	7,014	938
275,855	50,486	19,230	28,586	10,253	66,941	8,380
68,682	24,978	3,898	2,994	1,309	12,443	3,997
28,697	5,882	4,471	1,715	258	9,102	1,444
151,852	41,225	11,731	7,640	6,349	40,317	7,655

N.C. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mfg. (\$000)	Furniture/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Pitt	103.4	.0414	29.4	18.1	17.9	18.5	21.6	40.4	830,860	159,660	72,718	83,416	32,805	244,182	23,008	
Polk	14.5	.0058	41.1	7.0	13.5	19.7	38.8	5.9	49,223	15,173	3,838	1,911	941	8,570	2,012	
Richmond	48.0	.0192	33.7	9.3	15.8	19.9	28.0	18.0	234,788	80,208	17,495	38,805	10,748	34,761	9,503	
Robeson	109.6	.0438	29.7	10.3	16.4	19.1	22.3	36.2	527,570	105,804	42,905	36,062	22,321	108,517	26,254	
Rockingham	88.3	.0354	34.4	9.1	16.6	21.4	27.5	33.8	435,354	114,010	38,218	29,358	27,584	91,517	24,036	
Rutherford	57.6	.0231	35.5	8.3	15.4	21.2	29.6	22.3	356,986	73,261	28,981	39,374	17,105	89,345	16,552	
Sampson	51.9	.0207	34.0	9.0	15.6	20.9	27.5	19.1	197,194	46,864	13,315	23,651	7,026	41,311	11,106	
Scotland	35.6	.0143	30.3	11.0	17.2	19.5	22.4	12.2	168,439	42,031	18,075	22,795	7,510	31,556	8,153	
Stanly	52.5	.0210	35.4	9.4	15.8	21.5	29.0	20.1	302,784	71,913	23,274	30,370	9,256	60,610	15,614	
Surry	64.3	.0257	35.4	8.7	15.9	22.2	28.3	24.7	453,811	89,567	28,085	44,883	25,548	96,123	21,064	
Swain	10.7	.0043	35.2	9.0	14.8	20.9	29.4	4.1	59,263	15,697	9,775	1,779	738	6,718	3,253	
Tennessee	27.1	.0109	35.2	9.7	15.4	22.0	28.4	10.4	116,137	36,240	9,532	7,521	3,413	20,436	6,286	
Tyrrell	4.2	.0016	35.7	9.3	13.2	18.7	32.3	1.4	11,890	3,580	756	850	205	1,588	166	
Vance	40.2	.0161	33.1	9.0	16.3	19.7	27.2	14.4	311,190	55,552	23,591	33,860	13,240	70,552	10,836	
Warren	17.0	.0068	35.1	9.1	14.3	17.7	32.3	5.9	32,711	11,473	1,627	1,604	2,888	3,765	2,256	
Washington	15.1	.0060	31.5	9.8	16.8	19.7	24.4	5.2	56,838	18,032	5,084	2,182	2,370	9,174	3,038	
Watauga	35.2	.0141	28.6	25.5	15.6	18.3	21.6	12.8	269,546	55,920	28,332	34,814	14,612	55,103	10,502	
Wayne	101.0	.0404	31.1	11.8	17.5	21.4	21.8	36.9	556,918	101,516	44,137	79,128	30,654	122,634	19,757	
Wilkes	63.1	.0253	33.8	9.3	17.3	23.0	24.9	23.8	305,575	67,533	23,349	29,319	8,316	55,043	14,319	
Wilson	66.2	.0265	32.5	10.6	16.8	20.6	25.3	24.7	451,345	81,178	42,013	49,832	16,496	135,699	18,633	
Yancey	16.0	.0064	35.8	7.9	16.6	21.4	29.8	6.0	84,696	22,894	7,082	4,677	1,188	17,188	3,856	
TOTAL METRO COUNTIES	3,653.3	1.4621	32.1	12.2	18.5	21.8	22.8	1,395.6	27,883,914	5,074,189	2,743,251	3,229,837	1,872,738	6,544,838	1,022,646	
TOTAL STATE	6,603.8	2.6432	32.6	11.3	17.5	21.3	24.5	2,493.0	44,059,284	8,776,203	4,130,846	4,727,298	2,561,517	10,157,275	1,742,480	

RETAIL SALES BY STORE GROUP—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
			A	B	C	D	
ASHEVILLE	2,100,853	22,140	35.1	28.9	15.0	11.0	.067
Buncombe	2,100,853	22,140	25.1	28.9	15.0	11.0	.0674
• Asheville	807,874	19,315	26.8	25.7	12.3	10.4	.0340
SUBURBAN TOTAL	1,292,979	23,934	23.9	31.2	16.8	11.4	.0334
BURLINGTON	1,226,021	23,124	24.5	30.0	16.6	10.4	.0425
Alamance	1,226,021	23,124	24.5	30.0	16.6	10.4	.0425
• Burlington	491,194	22,310	24.6	28.5	15.4	11.2	.0218
SUBURBAN TOTAL	734,827	23,679	24.3	31.1	17.5	9.9	.0207
CHARLOTTE-GASTONIA-ROCK HILL	14,395,281	25,920	21.9	29.6	18.0	15.0	.4560
Cabarrus	1,133,778	24,963	23.1	30.4	18.3	12.0	.0363
• Kannapolis	373,411	22,551	25.5	31.8	15.7	8.6	.0102
Gaston	2,049,230	24,971	22.5	31.2	18.5	11.8	.0645
• Gastonia	702,928	22,967	24.2	27.6	15.7	12.9	.0287
Lincoln	618,464	26,551	20.0	33.2	18.5	14.1	.0179
Mecklenburg	7,000,480	27,656	20.8	27.4	18.2	19.3	.2261
• Charlotte	5,645,280	26,373	21.7	28.0	17.0	18.2	.1872
Rowan	1,209,764	22,950	25.0	32.6	15.9	8.8	.0360
Union	967,013	25,672	21.9	30.9	18.6	12.7	.0291
York, S. C.	1,416,552	24,547	22.5	30.8	17.9	11.5	.0461
• Rock Hill	446,144	20,910	25.9	29.0	14.9	8.3	.0192
SUBURBAN TOTAL	7,227,518	26,542	21.1	31.1	19.4	13.8	.2107
FAYETTEVILLE	2,671,519	28,916	29.2	28.9	14.1	9.1	.0903
Cumberland	2,671,519	28,916	29.2	28.9	14.1	9.1	.0903
• Fayetteville	864,442	19,648	25.8	23.5	13.1	12.6	.0395
SUBURBAN TOTAL	1,807,077	21,417	30.9	32.0	14.6	7.2	.0508
GREENSBORO-WINSTON-SALEM	12,398,467	25,483	22.3	28.3	17.1	16.0	.3858
HIGH POINT	1,423,461	23,748	24.8	31.6	16.3	10.1	.0419
Davidson	352,500	24,872	22.4	28.3	17.6	14.2	.0096
Davie	3,929,041	27,107	20.6	26.3	17.9	19.2	.1221
Forsyth	2,140,584	23,031	23.4	25.5	13.8	16.8	.0769
• Winston-Salem							

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Fam. EBI	% of Hhds. by EBI Group					Buying Power Index
			A \$10,000-\$19,999	B \$20,000-\$34,999	C \$35,000-\$49,999	D \$50,000 & Over		
Gulford	4,722,507	26,137	22.2	27.5	16.8	18.1	.1562	
• Greensboro	2,730,827	25,336	22.8	27.3	15.7	18.2	.0965	
• High Point	846,119	22,305	25.7	26.8	14.3	13.8	.0306	
Randolph	1,189,017	23,565	24.7	33.2	16.0	9.8	.0349	
Stokes	459,422	27,664	19.7	28.4	20.3	15.5	.0117	
Yadkin	322,519	21,444	24.6	27.7	15.9	9.1	.0094	
SUBURBAN TOTAL	6,680,937	26,749	21.4	29.9	19.0	15.2	.1818	
HICKORY-MORGANTON	2,713,630	24,367	24.6	32.2	17.2	11.1	.0871	
Alexander	282,831	21,680	27.1	33.5	14.6	6.4	.0084	
Burke	860,261	22,155	27.4	32.8	15.2	7.6	.0269	
• Morganton	191,822	19,939	28.9	27.3	12.6	9.9	.0092	
Catawba	1,569,528	25,786	22.5	31.2	19.1	14.4	.0518	
• Hickory	418,009	22,989	26.0	27.6	12.6	16.3	.0208	
SUBURBAN TOTAL	2,102,789	25,038	24.0	33.5	18.4	10.2	.0571	
JACKSONVILLE	1,124,510	16,574	37.2	26.1	8.8	4.5	.0398	
Onslow	1,124,510	16,574	37.2	26.1	8.8	4.5	.0398	
• Jacksonville	296,332	19,774	31.4	30.5	12.3	6.6	.0152	
SUBURBAN TOTAL	828,178	15,387	39.7	24.2	7.3	3.7	.0246	
RALEIGH-DURHAM	10,098,882	27,954	20.5	25.7	18.1	20.8	.3171	
Durham	2,353,336	26,823	20.9	24.9	17.5	20.5	.0762	
• Durham	1,675,569	22,716	24.3	25.7	14.7	15.2	.0558	
Franklin	353,454	20,065	25.5	25.6	14.3	10.2	.0104	
Orange	1,135,585	22,475	25.3	26.2	13.8	15.2	.0348	
• Chapel Hill	498,726	23,494	24.7	22.4	12.1	22.3	.0173	
Wake	6,056,277	30,664	18.7	26.1	19.7	23.1	.1957	
• Raleigh	3,191,219	27,932	21.0	25.8	16.8	22.3	.1169	
SUBURBAN TOTAL	4,733,338	30,879	18.1	26.1	21.0	21.9	.1271	
WILMINGTON	1,341,430	21,357	24.1	28.3	14.2	10.3	.0481	
New Hanover	1,341,430	21,357	24.1	28.3	14.2	10.3	.0481	
• Wilmington	597,786	14,948	28.0	21.9	7.9	7.9	.0274	
SUBURBAN TOTAL	743,644	28,344	19.5	36.0	21.8	13.1	.0207	

METRO & COUNTY TOTALS

N.C. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
			A	B	C	D	
OTHER COUNTIES							
Alleghany	82,155	15,419	32.5	26.2	4.8	5.5	.0029
Anson	208,161	17,244	28.6	27.7	9.6	5.0	.0069
Ash	210,477	16,516	30.3	27.2	9.1	4.6	.0073
Avery	127,186	16,720	33.7	26.1	10.0	4.5	.0044
Beaufort	419,300	18,101	27.2	26.3	11.4	7.6	.0139
Bertie	174,344	15,926	28.2	25.0	9.3	6.2	.0054
Bladen	251,895	15,855	29.7	24.0	9.7	4.8	.0082
Brunswick	507,273	19,500	24.7	28.4	13.2	7.3	.0160
Caldwell	789,157	23,148	25.5	34.3	14.9	8.6	.0250
Camden	57,721	21,391	21.7	31.5	12.4	8.8	.0015
Carteret	549,073	19,536	28.4	28.3	13.8	6.8	.0192
Caswell	157,645	16,472	29.5	28.1	9.1	3.2	.0046
Chatham	407,533	22,253	25.4	32.7	15.0	7.8	.0113
Cherokee	208,640	17,850	31.9	25.0	11.6	7.3	.0074
Chowan	140,139	18,061	29.0	25.2	12.4	7.7	.0044
Clay	65,919	17,300	30.8	26.0	8.1	7.6	.0020
Cleveland	1,032,314	24,931	21.8	29.7	18.4	12.5	.0325
Columbus	459,830	16,629	28.0	23.9	10.7	7.5	.0157
Craven	861,725	19,887	27.3	26.9	13.6	9.2	.0282
Currituck	149,094	20,045	25.0	28.2	12.2	9.7	.0049
Dare	267,460	20,217	30.9	29.2	12.1	9.2	.0111
Duplin	356,821	16,905	27.7	26.4	10.0	5.8	.0115
Edgecombe	564,759	20,941	24.0	28.8	14.3	8.8	.0169
Gates	80,282	17,684	25.6	29.4	11.4	3.8	.0026
Graham	49,362	15,160	32.2	26.7	5.8	3.0	.0017
Gaston	343,930	19,393	26.7	29.2	12.8	6.5	.0112
Greene	149,434	19,504	27.9	26.3	13.0	9.6	.0042
Halifax	478,586	16,298	26.0	23.9	10.9	6.8	.0169
Hammett	631,115	18,876	29.0	27.4	12.5	7.2	.0194
Haywood	559,337	21,900	25.1	26.6	16.6	10.9	.0179
Henderson	880,463	22,520	24.7	29.6	14.8	11.5	.0288
Herrford	204,204	17,786	26.3	23.9	11.8	7.3	.0073
Hoke	195,047	19,270	27.7	28.7	12.9	6.6	.0059
Hyde	38,228	13,500	31.2	22.2	6.3	3.5	.0015
Iredell	1,042,321	23,292	24.6	31.0	16.8	10.0	.0332
Jackson	254,048	17,490	30.0	26.2	10.3	6.7	.0083
Johnston	774,128	18,918	26.5	29.1	11.4	6.8	.0269
Jones	71,798	16,874	29.2	27.4	9.7	4.9	.0022
Lee	462,096	21,364	26.7	28.7	14.5	9.8	.0176

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Lenoir	555,347	18,330	27.9	28.0	11.6	6.5	.0200
McDowell	381,010	22,664	24.8	32.0	17.2	7.0	.0117
Mecon	225,844	16,150	33.2	25.3	7.6	5.7	.0078
Madison	146,380	14,717	30.3	23.5	7.5	4.6	.0042
Martin	216,193	16,870	29.0	26.3	10.1	5.7	.0077
Mitchell	125,293	17,468	30.0	27.3	12.6	3.4	.0045
Montgomery	237,102	20,819	26.0	31.4	13.2	7.4	.0073
Moore	732,245	22,306	24.9	29.7	12.7	12.5	.0235
Nash	825,369	21,286	24.4	26.6	14.5	11.6	.0295
Rocky Mount	577,506	21,299	23.4	26.1	14.4	12.1	.0217
Northampton	181,006	15,444	29.9	23.4	8.1	6.7	.0054
Pamlico	96,000	17,143	25.5	27.3	10.0	6.0	.0028
Pasquotank	251,697	16,078	29.4	25.0	10.2	4.4	.0112
Pender	15,219	15,228	29.3	25.0	8.4	4.9	.0066
Perquimans	76,248	12,915	32.5	20.8	6.6	1.6	.0026
Person	294,167	19,826	26.8	29.8	13.1	6.6	.0096
Pitt	1,026,880	17,915	26.7	24.8	12.1	7.9	.0384
Polk	186,145	22,699	25.8	25.0	14.2	15.8	.0049
Richmond	447,551	19,174	26.4	29.3	12.3	6.5	.0147
Robeson	924,229	18,587	27.8	27.6	11.6	7.3	.0321
Rockingham	1,057,874	24,291	22.6	27.8	17.8	13.4	.0307
Rutherford	616,742	21,610	25.2	29.7	15.3	8.6	.0201
Sampson	417,490	16,106	30.6	25.6	9.5	4.4	.0139
Scotland	331,771	21,972	23.6	27.9	16.0	10.0	.0111
Stanly	569,411	22,376	24.7	32.3	14.5	9.2	.0182
Surry	670,599	20,617	26.9	29.5	13.8	8.1	.0233
Swain	68,231	12,628	36.7	18.0	3.7	2.1	.0029
Transylvania	321,728	24,887	20.4	30.3	17.2	12.7	.0091
Tyrrell	29,588	17,051	25.9	29.3	8.2	5.0	.0010
Vance	366,005	18,421	28.2	27.7	11.0	7.7	.0141
Warren	126,546	15,067	29.1	25.5	6.9	4.6	.0038
Washington	140,714	20,175	23.9	25.3	14.5	10.4	.0043
Watauga	333,189	17,133	27.8	24.1	10.0	9.1	.0126
Wayne	917,047	18,288	29.2	27.6	11.6	6.3	.0317
Wilkes	641,761	20,508	27.3	31.7	11.6	8.0	.0202
Wilson	672,554	19,902	26.5	27.4	13.9	8.5	.0234
Yancey	134,793	17,311	29.7	28.9	8.8	4.5	.0049
TOTAL METRO COUNTIES	46,653,001	24,911	23.0	28.6	16.9	15.1	1.4880
TOTAL STATE	75,515,972	22,441	24.7	28.2	15.1	12.0	2.4448

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North Dakota

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mdr. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
BISMARCK	88.1	.0353	30.3	11.8	19.1	19.7	21.3	32.1		686,585	115,576	62,938	115,377	21,763	179,486	19,858
Burleigh	61.4	.0246	30.1	12.6	19.9	20.1	20.1	22.6		542,353	88,846	49,618	113,911	19,285	122,295	17,697
• Bismarck	48.0	.0192	30.3	12.9	20.0	19.7	21.0	18.5		529,015	87,044	47,427	112,804	19,047	120,925	17,522
Morton	26.7	.0107	30.8	10.0	17.4	18.7	24.0	9.5		144,232	26,730	13,320	1,466	2,478	57,391	2,161
SUBURBAN TOTAL	40.1	.0161	30.2	10.5	18.2	19.6	21.7	13.6		157,570	28,532	15,511	2,573	2,716	58,761	2,336
FARGO-MOORHEAD	152.1	.0609	29.7	17.1	19.1	18.0	21.9	57.4		1,274,516	217,079	130,129	192,776	51,181	280,951	28,085
Cass	103.2	.0413	30.0	15.6	20.9	18.1	21.4	40.2		1,002,462	158,993	104,188	169,701	27,292	238,404	17,426
• Fargo	71.8	.0287	29.8	18.6	21.1	17.0	22.0	29.0		945,519	144,078	96,199	169,614	26,633	236,408	16,155
Clay, Minn.	48.9	.0196	28.8	20.4	15.5	17.6	22.7	17.2		272,054	58,086	25,941	23,075	23,889	42,547	10,659
• Moorhead	29.0	.0116	26.4	28.0	15.0	15.6	21.5	10.1		213,273	50,674	18,865	18,625	21,555	35,986	9,976
SUBURBAN TOTAL	51.3	.0206	30.9	9.1	18.8	20.6	21.7	18.3		115,724	22,327	15,065	4,537	2,993	8,557	1,954
GRAND FORKS	71.3	.0285	27.1	20.0	20.1	16.3	17.7	25.0		633,101	94,381	55,024	120,037	22,728	161,961	9,114
Grand Forks	71.3	.0285	27.1	20.0	20.1	16.3	17.7	25.0		633,101	94,381	55,024	120,037	22,728	161,961	9,114
• Grand Forks	47.6	.0191	27.5	22.1	19.5	16.3	19.1	17.7		606,485	92,657	51,663	119,992	22,098	148,596	8,522
SUBURBAN TOTAL	23.7	.0094	26.3	15.6	21.2	16.3	15.2	7.3		26,616	1,724	3,361	45	630	13,365	592
OTHER COUNTIES																
Adams	3.4	.0014	36.4	7.9	15.1	19.2	32.8	1.2		20,277	6,867	1,564	775	219	8,233	1,655
Barnes	13.1	.0052	35.2	12.2	14.0	16.8	33.5	5.1		75,283	16,747	7,884	6,411	1,658	20,447	2,611
Benson	8.0	.0032	32.4	7.8	12.9	16.9	29.8	2.5		11,028	3,976	1,226	233	176	603	179
Billings	1.2	.0005	31.8	9.3	14.5	20.1	25.3	.4		1,164	22	561	2	9	160	1
Bottineau	9.0	.0036	36.2	9.3	13.8	17.7	33.9	3.2		43,701	8,259	4,386	1,665	1,351	10,837	1,565
Bowman	4.1	.0017	32.7	8.9	15.2	19.8	26.7	1.6		19,116	4,420	2,759	708	357	5,155	427
Burke	3.4	.0013	41.3	6.0	12.1	18.9	39.1	1.4		8,207	2,147	1,841	273	128	1,600	8
Cavalier	7.1	.0028	37.3	7.2	13.5	19.4	33.7	2.6		37,223	8,398	3,061	1,012	1,764	8,733	1,318
Dickey	7.2	.0029	35.6	9.1	14.0	17.8	33.0	2.5		26,522	5,430	3,625	2,927	1,301	6,283	1,466
Divide	3.1	.0013	42.6	6.3	12.3	17.5	41.4	1.2		10,510	2,119	1,317	533	123	2,558	360
Dunn	4.6	.0018	32.7	9.3	14.6	19.1	27.6	1.6		15,250	3,883	644	741	95	6,381	205
Eddy	3.0	.0012	40.9	7.1	12.3	16.7	39.9	1.3		9,776	2,685	617	179	107	2,598	318
Emmons	5.5	.0022	37.6	6.5	10.7	19.5	33.9	2.0		16,158	5,052	1,010	501	223	2,531	15
Foster	4.3	.0017	35.9	8.2	13.2	18.4	32.7	1.6		23,529	5,271	1,410	176	128	5,244	1,628
Golden Valley	2.3	.0010	35.8	7.3	13.7	18.0	33.1	.9		15,053	2,146	1,261	207	315	4,881	277
Grant	4.1	.0016	36.6	6.6	13.6	18.7	33.3	1.5		10,276	2,727	915	36	210	2,141	441
Griggs	3.5	.0014	40.7	6.5	14.3	16.5	40.0	1.4		12,069	3,866	1,165	288	55	3,077	861
Hettinger	3.9	.0016	37.2	7.4	13.4	19.1	33.5	1.5		10,781	3,696	852	18	67	3,554	447
Kidder	3.8	.0015	36.7	6.9	12.6	20.2	32.2	1.4		6,177	1,671	215	343	182	358	118
La Moore	5.7	.0023	38.2	7.2	12.4	18.1	36.0	2.2		13,146	4,296	1,257	248	111	879	169
Logan	3.1	.0012	41.0	6.4	10.1	20.2	37.7	1.2		9,727	2,582	690	15	53	2,264	1,287
McHenry	7.1	.0029	38.3	7.0	12.6	18.6	35.6	2.8		14,922	4,551	1,743	44	158	2,444	973
McIntosh	4.4	.0017	46.0	5.9	9.4	19.6	44.6	1.9		19,970	2,379	1,668	171	270	8,589	1,072
McKenzie	7.7	.0031	30.7	9.9	16.5	18.6	24.3	2.5		16,487	5,342	1,855	31	202	2,797	600
McLean	12.3	.0049	34.2	7.7	15.6	18.2	30.6	4.4		32,313	9,068	2,730	535	734	4,337	1,245
Mercer	13.3	.0054	31.1	9.9	18.6	19.5	23.3	4.9		46,760	17,465	3,614	1,375	196	8,072	1,904
Mountrail	7.6	.0030	35.0	7.5	14.3	18.2	31.9	2.8		37,321	9,703	2,231	348	1,422	6,981	1,837
Nelson	5.0	.0020	43.4	5.9	11.5	18.4	42.5	2.0		20,485	3,955	1,335	308	126	3,232	447
Oliver	2.5	.0010	30.8	9.0	17.9	20.2	22.3	.8		2,073	451	487	2	9	29	1
Pembina	10.3	.0041	36.2	7.3	15.1	18.2	33.2	3.7		58,923	10,024	5,345	900	530	17,939	1,882
Pierce	5.8	.0023	37.4	7.9	11.7	18.7	34.6	2.0		26,222	4,850	1,641	1,371	147	8,708	716
Ramsey	13.1	.0053	34.6	9.5	14.9	17.5	31.8	5.1		114,215	19,947	9,417	12,045	4,235	30,718	5,534
Ransom	6.5	.0026	38.2	6.7	14.1	17.2	36.6	2.4		20,763	5,242	3,621	1,358	1,033	2,194	965
Renville	3.6	.0014	37.0	6.6	13.6	20.2	32.6	1.4		14,749	2,707	627	32	106	4,980	696
Richland	19.7	.0079	31.9	16.2	14.4	16.1	29.4	7.0		105,337	22,859	8,017	6,826	5,179	28,522	2,294
Rolette	13.0	.0052	27.3	9.6	14.1	17.8	21.3	3.8		38,468	11,677	3,162	921	578	7,654	1,227
Sargent	5.0	.0020	34.6	7.9	15.2	18.4	31.1	1.9		11,466	4,189	1,145	36	116	708	194
Sheridan	2.6	.0011	40.0	6.7	12.0	21.1	36.0	1.0		3,074	704	441	5	19	1,150	2
Sioux	4.2	.0016	24.2	9.8	14.8	18.7	15.4	1.0		5,526	1,105	612	311	13	49	1
Slope	1.2	.0005	33.9	8.8	13.7	19.0	29.6	.4		388	52	68	6	21	69	2
Stark	23.8	.0095	28.7	14.7	17.6	17.0	21.9	8.3		172,564	29,183	13,698	17,987	7,246	46,958	4,695
Steele	2.8	.0012	38.3	6.8	13.2	20.4	34.2	1.1		5,570	513	591	141	14	2,450	2
Stutsman	24.4	.0097	33.4	10.7	16.7	18.9	28.4	9.2		164,274	24,506	13,462	12,693	5,245	41,242	5,880
Towner	4.0	.0016	39.3	7.6	12.7	17.1	38.0	1.6		10,353	2,692	1,112	135	297	2,717	374
Trill	9.2	.0037	37.3	10.9	12.7	17.0	35.8	3.4		46,767	7,785	5,818	503	1,238	12,688	2,168
Walsh	15.3	.0061	36.7	7.6	15.0	19.0	33.3	5.6		81,294	20,398	6,891	8,750	2,116	17,110	2,480
Ward	60.5	.0243	28.8	14.3	19.0	18.4	19.7	21.5		456,804	80,349	42,403	75,840	19,865	108,093	14,756
Wells	6.6	.0026	39.8	6.8	11.8	18.6	37.6	2.6		36,019	9,433	2,508	1,161	321	7,416	1,473
Williams	23.3	.0093	30.8	12.3	17.7	18.2	24.4	8.9		128,760	24,740	11,107	10,734	5,504	29,195	5,616
TOTAL METRO COUNTIES	262.6	.1051	29.3	15.5	20.0	18.2	20.4	97.3		2,322,148	368,950	222,150	405,115	71,783	580,051	46,398
TOTAL STATE	680.8	.2725	31.4	12.3	17.1	18.2	25.7	249.6		4,408,994	801,079	407,719	576,975	137,355	1,079,609	120,790

METRO & COUNTY TOTALS

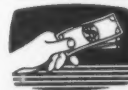
N.D. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
BISMARCK	978,212	23,443	23.9	29.9	16.8	10.4	.0337
Burlingame	754,808	26,144	22.3	29.5	19.3	13.0	.0257
• Bismarck	621,119	26,454	22.0	29.3	19.7	13.3	.0225
Morton	223,404	18,482	27.7	31.0	11.0	4.3	.0080
SUBURBAN TOTAL	357,093	20,093	26.6	30.7	13.0	6.4	.0112
FARGO-MOORHEAD	1,753,653	23,098	24.1	30.1	16.4	10.3	.0613
Cass	1,237,585	23,326	24.0	29.9	16.8	10.4	.0447
• Fargo	888,067	22,636	24.5	28.8	16.4	10.2	.0357
Clay, Minn.	516,068	22,578	24.3	30.4	15.5	10.1	.0166
• Moorhead	311,413	22,329	24.7	29.5	15.4	10.5	.0108
SUBURBAN TOTAL	554,173	24,163	23.0	32.5	17.1	10.2	.0148
GRAND FORKS	896,305	25,040	23.9	28.1	17.2	15.5	.0303
Grand Forks	896,305	25,040	23.9	28.1	17.2	15.5	.0303
• Grand Forks	639,094	25,926	22.0	26.0	17.8	17.2	.0241
SUBURBAN TOTAL	257,211	23,442	28.7	32.8	15.9	11.5	.0062
OTHER COUNTIES							
Adams	31,904	20,515	23.6	30.4	12.6	8.4	.0011
Barnes	129,467	18,303	27.9	27.2	11.8	6.7	.0042
Benson	59,632	17,527	30.5	26.9	9.6	6.3	.0018
Billings	12,886	23,833	25.8	23.5	13.8	17.2	.0003
Bottineau	85,500	18,640	29.7	25.1	13.4	8.0	.0028
Bowman	47,922	21,057	25.6	25.4	13.9	13.1	.0014
Burke	32,999	17,514	28.5	26.3	12.1	5.5	.0010
Cavalier	65,111	18,522	27.5	29.2	10.7	6.4	.0021
Dickey	53,313	14,547	30.0	23.8	7.4	4.8	.0019
Divide	35,331	21,875	24.3	28.1	15.8	10.9	.0010
Dunn	32,728	13,615	32.4	21.2	8.1	4.3	.0011
Eddy	26,620	15,137	34.8	24.8	6.4	3.3	.0008
Emmons	36,922	12,453	30.6	17.9	6.6	4.1	.0013
Foster	43,645	18,956	31.1	29.1	8.0	10.1	.0014
Golden Valley	23,610	18,577	28.6	26.7	12.6	7.4	.0009
Grant	21,798	9,779	28.9	14.7	3.3	2.1	.0009
Griggs	34,172	18,286	30.3	26.5	13.4	5.1	.0010
Hettinger	32,871	15,532	34.0	23.7	6.9	5.9	.0010

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Kiddier	21,486	10,786	32.7	14.8	2.7	3.7	.0007
La Moure	48,109	15,946	33.1	23.2	10.1	4.2	.0013
Logan	21,990	12,378	30.1	20.2	5.3	4.2	.0009
McHenry	56,842	15,083	29.5	24.3	8.0	3.8	.0017
McIntosh	29,883	10,482	28.6	16.9	4.9	1.8	.0011
McKenzie	82,397	24,391	23.9	27.7	16.0	15.8	.0021
McLean	131,583	22,655	24.1	27.9	16.2	11.4	.0036
Mercer	152,660	25,637	20.5	31.2	19.7	10.5	.0043
Mountain	77,278	20,333	27.0	27.5	13.4	9.8	.0023
Nelson	44,087	15,737	28.4	24.5	9.9	4.6	.0015
Oliver	16,985	17,278	28.8	33.9	7.3	2.8	.0005
Pembina	101,706	19,885	27.9	28.4	12.0	9.3	.0033
Pierce	43,575	15,200	32.7	23.2	9.7	4.5	.0017
Ransom	140,547	20,496	26.7	29.0	14.1	8.0	.0052
Ransom	66,737	20,984	27.3	29.0	15.7	7.9	.0019
Renville	36,152	19,282	29.4	28.0	11.9	8.1	.0011
Richland	211,691	22,012	25.5	30.4	14.7	9.9	.0065
Rolla	90,871	16,045	27.0	24.0	10.4	7.0	.0032
Sargent	48,465	19,556	29.2	29.3	12.9	6.3	.0013
Sheridan	25,853	19,452	26.0	28.5	12.4	7.4	.0007
Siuix	20,915	14,409	29.3	23.5	8.5	4.6	.0007
Slope	8,784	15,900	29.3	22.0	10.3	6.5	.0003
Stark	266,000	24,353	22.4	28.2	17.3	13.6	.0089
Steele	26,728	18,351	29.3	26.4	11.0	7.3	.0008
Stutsman	260,727	20,800	26.1	28.4	15.2	8.3	.0087
Towner	40,735	19,167	26.4	28.1	12.8	6.9	.0011
Trail	88,963	19,325	27.8	28.7	12.3	7.4	.0030
Walsh	148,512	19,377	26.2	27.5	12.6	8.2	.0049
Ward	634,935	21,425	28.4	29.5	14.5	9.3	.0224
Wells	65,516	18,217	27.7	25.8	12.1	7.8	.0022
Williams	284,037	25,360	21.4	32.1	17.3	12.2	.0084
TOTAL METRO COUNTIES	3,112,102	23,754	24.0	29.4	16.9	11.7	.1087
TOTAL STATE	7,213,282	21,101	25.9	28.1	14.6	9.7	.2410

Ohio

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
AKRON	654.5	.2620	32.9	11.4	17.1	20.5	25.9	249.5
Portage	142.1	.0569	29.4	15.6	18.1	20.7	19.3	49.9
• Kent	29.1	.0116	24.4	36.0	20.2	12.1	14.7	10.4
Summit	91.2	.0251	33.9	10.2	17.1	20.4	27.7	199.6
• Akron	221.7	.0887	33.3	11.6	17.4	17.1	29.9	91.1
• Barberton	27.6	.0110	34.0	10.4	16.8	17.4	30.9	11.1
Cuyahoga Falls	49.1	.0197	34.0	10.3	18.7	18.6	29.5	20.0
SUBURBAN TOTAL	376.1	.1507	33.4	9.5	17.0	23.3	24.0	136.9
CANTON	406.8	.1628	33.7	9.6	16.8	20.8	27.1	151.1
Carroll	28.3	.0113	32.6	8.7	16.9	20.5	25.5	10.1
Stark	378.5	.1515	33.8	9.7	16.9	20.8	27.1	141.0
• Alliance	23.9	.0096	33.0	12.6	15.9	17.3	29.6	9.3
• Canton	87.2	.0349	33.8	10.8	16.6	16.8	31.2	36.0
• Massillon	33.5	.0134	34.8	10.3	15.4	18.7	31.1	13.2
SUBURBAN TOTAL	262.2	.1049	33.6	8.8	17.1	22.7	25.0	92.6
CINCINNATI	1,451.1	.5808	32.5	10.6	17.2	20.5	25.3	553.5
Clermont	148.8	.0595	30.2	10.0	18.8	22.1	18.9	52.9
Hamilton	872.2	.3491	33.3	10.9	16.7	19.9	27.3	346.1
• Cincinnati	374.4	.1499	32.6	13.1	18.3	16.2	29.4	165.2
Warren	111.6	.0447	31.3	10.3	18.4	23.5	19.7	38.7
Dearborn, Ind.	39.7	.0159	32.8	8.5	16.2	21.5	25.0	13.9
Boone, Ky.	53.3	.0221	30.5	9.5	18.9	22.7	18.7	19.1
Campbell, Ky.	82.3	.0330	32.9	10.5	15.6	19.4	27.3	30.2
Kenton, Ky.	141.2	.0565	32.1	10.2	17.4	19.4	25.5	52.6
Covington	45.9	.0184	33.0	10.6	16.1	16.5	30.2	18.5
SUBURBAN TOTAL	1,076.7	.4309	32.5	9.7	16.8	21.9	23.9	388.3

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
4,188,683	900,179	416,143	533,984	219,390	945,461	114,012
702,442	160,521	57,492	54,263	11,980	250,308	15,819
287,564	40,774	23,029	30,125	3,799	148,965	3,167
3,486,241	739,658	358,651	479,721	207,410	695,133	98,193
1,591,626	337,451	156,562	254,380	98,068	293,875	39,095
124,414	31,350	16,609	22,874	3,083	16,192	5,899
370,500	87,844	33,199	22,273	16,839	107,264	11,506
2,185,079	490,604	219,943	226,605	114,440	486,429	65,851
2,404,728	532,111	217,759	300,993	99,783	582,372	67,769
104,594	20,736	5,579	16,160	1,537	38,480	2,012
2,300,134	511,375	212,180	284,833	98,246	543,892	65,757
226,116	54,747	17,664	25,867	8,085	59,744	6,514
603,792	111,998	60,157	61,777	24,038	156,305	17,074
286,775	86,522	17,083	39,276	7,038	88,459	6,487
1,288,045	276,844	122,855	174,073	60,622	277,864	37,694
10,538,674	2,185,612	1,159,744	1,590,056	535,665	2,046,386	357,117
881,596	213,673	69,174	90,949	43,207	197,345	26,063
6,900,730	1,376,675	765,795	1,111,749	389,415	1,347,278	214,737
2,611,250	633,299	314,982	359,008	133,845	448,276	81,620
646,331	179,893	71,054	102,606	22,610	78,796	17,899
204,682	41,343	15,324	16,519	5,638	70,430	8,580
733,424	88,457	64,764	133,648	31,143	176,425	25,445
430,232	113,481	37,366	31,982	16,293	78,821	27,733
741,679	172,090	116,267	102,603	27,359	97,291	36,660
315,580	65,232	57,986	16,229	14,384	83,820	14,046
7,927,424	1,552,313	844,762	1,231,048	401,820	1,598,110	275,497

OHIO (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
CINCINNATI-HAMILTON																
CONSOLIDATED AREA	1,733.1	.6937	32.3	11.0	17.2	20.6	24.8	456.0	12,088,378	2,505,846	1,325,136	1,749,799	595,041	2,326,308	408,077	
CLEVELAND																
Cuyahoga	1,420.7	.5686	33.4	9.9	16.3	20.0	30.5	573.8	9,182,135	1,645,346	977,916	1,243,684	527,486	1,797,119	425,270	
• Cleveland	524.6	.2100	33.4	11.0	16.2	17.9	29.6	214.1	2,072,252	473,029	325,269	162,332	112,937	272,631	113,661	
Cleveland Heights	53.8	.0215	33.2	9.0	21.8	19.5	26.6	21.4	267,633	48,900	25,192	26,322	11,850	74,945	10,623	
Euclid	55.6	.0223	39.3	9.6	17.0	17.7	37.6	25.4	278,829	31,864	28,038	50,027	15,006	73,898	10,157	
Lakewood	58.2	.0233	34.1	10.2	20.5	17.9	30.4	27.2	270,648	48,356	31,976	4,698	5,875	125,112	11,553	
Parma	90.4	.0362	37.5	10.0	15.4	19.8	33.7	34.9	698,988	119,343	58,784	133,485	39,125	156,918	17,832	
Geauga	79.8	.0320	33.0	7.9	15.8	25.2	21.6	26.5	341,551	81,965	32,428	17,932	8,637	86,212	13,622	
Lake	216.5	.0867	32.7	9.5	17.9	22.8	23.1	79.6	1,769,754	329,969	141,218	291,914	84,373	496,474	58,370	
Mentor	44.7	.0179	32.1	8.2	18.9	25.1	19.3	15.6	701,953	76,550	50,604	181,048	48,977	178,956	14,208	
Medina	122.6	.0491	31.4	8.3	18.5	24.4	19.0	41.2	743,926	187,497	52,112	49,350	21,148	219,248	24,189	
SUBURBAN TOTAL	1,315.0	.5264	35.1	9.1	16.8	22.0	28.0	507.0	9,965,114	1,771,748	878,405	1,440,548	528,707	2,326,422	407,790	
CLEVELAND-AKRON-LORAIN																
CONSOLIDATED AREA	2,768.5	1.1083	33.8	10.1	16.9	20.7	27.3	1,068.7	17,774,586	3,435,339	1,736,833	2,338,830	926,678	4,002,605	706,493	
COLUMBUS																
Delaware	63.7	.0235	32.0	11.2	17.3	23.4	21.5	22.4	314,216	63,972	33,568	13,171	6,400	88,093	7,801	
Fairfield	102.2	.0409	33.3	8.1	16.6	23.8	23.3	36.4	478,110	118,920	42,634	55,257	19,354	89,640	13,775	
• Lancaster	35.7	.0143	34.1	9.7	16.7	19.6	29.0	14.3	341,423	83,664	30,634	48,769	17,349	53,387	9,779	
Franklin	943.8	.3777	31.1	13.2	19.6	20.3	22.1	381.6	8,264,875	1,417,145	787,387	1,168,802	491,520	1,905,294	242,772	
• Columbus	581.5	.2327	30.1	16.4	20.9	18.1	21.8	243.0	5,325,564	752,353	530,953	857,677	392,768	1,150,822	152,775	
Licking	128.2	.0513	33.2	10.2	16.3	22.8	24.2	48.1	762,696	130,930	72,790	120,453	34,769	184,121	19,034	
• Newark	42.4	.0170	34.0	10.5	16.9	18.6	29.8	17.9	380,640	78,387	33,387	71,411	16,866	101,320	8,477	
Madison	35.1	.0141	31.7	10.4	20.9	21.3	21.9	11.4	188,931	38,724	18,374	4,869	5,474	49,615	5,794	
Pickaway	47.0	.0188	33.6	9.6	17.2	24.4	23.2	15.3	175,319	42,785	18,671	13,621	5,476	34,043	7,355	
Union	33.5	.0135	33.0	9.4	17.3	22.2	24.4	11.5	136,894	33,270	11,712	11,704	1,759	34,682	4,156	
SUBURBAN TOTAL	693.9	.2778	32.8	9.7	17.3	24.0	22.2	251.5	4,273,414	931,332	390,162	410,020	137,769	1,079,959	129,656	
DAYTON-SPRINGFIELD																
Clark	147.5	.0591	33.6	10.1	16.1	20.9	26.8	56.4	935,744	190,273	78,416	147,832	36,970	227,685	38,967	
• Springfield	69.8	.0279	33.0	11.9	16.2	16.9	29.8	28.4	506,446	120,950	53,785	48,803	17,871	132,102	26,033	
Greene	131.7	.0527	31.6	12.1	17.5	24.1	20.0	47.6	740,256	147,522	70,212	56,661	15,539	281,366	16,210	
Miami	92.9	.0372	34.0	8.7	16.1	22.9	25.5	35.1	617,154	113,800	58,781	66,820	24,192	207,707	15,686	

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The Beacon Journal

Source:
1989 Scarborough/Simmons
Top 50+ Newspaper Ratings Study
Sales & Marketing Management's
1989 Survey of Buying Power

Represented nationally by
Knight-Ridder Newspaper Sales

METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$Bn)	Food (\$Bn)	Eating & Drinking Places (\$Bn)	General Merch. (\$Bn)	Furniture/ Furnishings (\$Bn)	Auto- mobiles (\$Bn)	Other (\$Bn)
Montgomery	573.4	.2295	33.3	10.4	17.5	21.6	25.3	230.4	4,279,295	878,124	411,094	601,053	237,197	931,115	128,682	
• Dayton	179.3	.0718	32.4	12.8	16.9	17.3	28.4	78.2	1,130,913	220,216	106,349	144,220	45,544	285,426	32,945	
Kettering	60.2	.0241	37.1	9.5	16.2	21.7	31.4	25.9	530,489	110,790	52,320	52,447	26,650	102,761	18,028	
SUBURBAN TOTAL	696.4	.2788	33.3	9.6	17.3	23.7	23.4	262.9	4,935,090	988,553	458,349	679,343	250,483	1,230,345	140,547	
HAMILTON-MIDDLETOWN	282.8	.1129	31.3	13.1	17.1	21.4	22.8	102.5	1,549,704	320,234	165,392	159,743	59,376	479,922	50,954	
Butler	282.0	.1129	31.3	13.1	17.1	21.4	22.3	102.5	1,549,704	320,234	165,392	159,743	59,376	479,922	50,954	
• Hamilton	65.1	.0261	32.8	10.9	16.6	17.9	28.4	26.3	422,744	110,034	46,152	60,901	28,777	80,404	19,137	
• Middletown	46.8	.0187	34.2	10.3	16.1	19.1	29.5	19.5	308,796	53,567	37,214	72,418	8,603	64,692	11,702	
SUBURBAN TOTAL	170.1	.0681	30.0	14.7	17.6	23.3	17.9	56.7	818,164	156,633	82,926	26,424	21,996	334,826	20,115	
LIMA	140.2	.0641	32.7	9.8	16.5	19.2	26.9	58.6	1,153,689	219,166	103,176	154,644	32,138	294,646	34,672	
Allen	114.6	.0459	32.7	10.0	16.5	19.3	26.9	42.0	911,008	160,821	80,677	143,850	39,617	229,825	25,527	
• Lima	47.3	.0189	31.7	10.8	16.6	16.2	28.3	18.3	276,992	57,446	31,655	28,098	13,293	58,417	9,051	
Aughton	45.6	.0182	32.6	9.4	16.5	19.0	27.0	16.6	242,681	58,345	22,499	10,794	12,521	64,840	9,145	
SUBURBAN TOTAL	112.9	.0452	33.1	9.5	16.3	20.5	26.3	40.3	876,697	161,720	71,521	126,546	38,845	236,648	25,621	
LORAIN-ELYRIA	274.4	.1099	31.1	10.4	17.5	20.9	22.4	98.1	1,548,537	310,383	117,016	191,966	67,544	458,091	65,030	
Lorain	274.4	.1099	31.1	10.4	17.5	20.9	22.4	98.1	1,548,537	310,383	117,016	191,966	67,544	458,091	65,030	
• Elyria	58.0	.0232	30.6	11.3	18.6	18.9	22.9	22.5	527,859	66,523	33,747	126,544	35,071	135,644	17,291	
• Lorain	72.6	.0291	31.4	10.7	16.5	18.3	25.7	27.2	262,540	56,615	25,997	19,013	11,718	62,521	16,907	
SUBURBAN TOTAL	143.8	.0576	31.3	10.0	17.2	23.0	20.6	48.4	758,138	187,245	57,272	46,409	20,735	259,924	30,832	

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TOTAL ADULTS (1,264,600)	639,100 50.5%	908,000 71.8%
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College Graduates (363,300)	220,700 60.8%	297,600 81.9%
Professional, Technical, Managerial, Owners (433,800)	252,300 58.2%	346,800 79.9%

Sources: *Sales and Marketing Management Survey of Buying Power 1989
**Cincinnati Prospects 1990-1991

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The Enquirer and The Post

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Sunday MAG/NET

OHIO (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
MAANSFIELD	129.3	.0517	33.2	10.0	16.5	21.8	25.3	49.3	931,518	179,497	74,380	167,918	43,558	209,824	21,966	
Richland	129.3	.0517	33.2	10.0	16.5	21.8	25.3	49.3	931,518	179,497	74,280	167,918	43,558	209,824	21,966	
• Mansfield	51.5	.0206	33.2	12.0	17.1	17.8	29.1	21.2	492,554	81,700	41,020	43,147	16.2	149,275	13,233	
SUBURBAN TOTAL	77.8	.0311	33.2	8.6	16.3	24.5	22.7	28.1	438,964	97,797	33,260	104,771	27,286	60,549	8,733	
PARKERSBURG-MARIETTA	156.6	.0627	33.8	9.5	16.4	21.5	26.5	60.3	1,077,106	203,766	100,217	197,369	44,600	261,448	36,401	
Washington	65.3	.0261	33.2	10.2	16.1	21.3	25.8	24.0	329,060	78,655	32,013	29,442	14,891	77,437	12,025	
• Marietta	16.3	.0065	33.8	14.8	15.4	17.1	31.1	6.4	179,266	38,693	22,523	24,535	9,122	31,858	8,220	
Wood, W. Va.	71.3	.0266	34.2	9.1	16.5	21.6	27.0	36.3	748,037	125,111	68,204	167,917	29,709	184,011	24,376	
• Parkersburg	37.9	.0152	37.1	9.2	15.2	18.7	34.0	16.6	479,074	94,291	49,032	65,574	12,483	158,184	17,818	
SUBURBAN TOTAL	102.4	.0410	32.8	8.9	16.9	23.2	23.1	37.3	418,765	70,782	28,662	107,248	22,995	71,406	10,363	
STREUBENVILLE-WURTON	149.8	.0601	34.8	9.9	15.8	20.2	29.5	57.0	708,138	178,984	61,270	109,531	22,707	140,362	32,860	
Jefferson	83.6	.0335	35.5	9.7	15.4	19.8	30.8	31.6	490,451	87,749	33,802	80,453	12,834	99,246	17,129	
• Streubenville	22.8	.0091	39.5	10.6	14.0	17.4	38.0	9.1	258,996	33,830	20,466	54,846	9,869	57,875	10,814	
Brooke, W. Va.	28.3	.0114	33.7	11.5	15.9	20.4	27.6	10.5	107,288	33,733	13,443	8,790	5,773	23,206	4,250	
Hancock, W. Va.	37.9	.0152	34.4	9.4	16.3	20.7	28.2	14.9	150,401	49,502	14,025	20,288	4,098	17,790	9,481	
• Weirton	22.7	.0091	37.2	9.7	15.2	20.4	32.7	9.4	124,895	30,214	16,920	18,553	4,999	17,415	7,586	
SUBURBAN TOTAL	104.3	.0419	33.6	9.8	16.2	20.8	27.0	38.5	324,247	106,940	23,884	36,132	7,839	64,952	14,460	
TOLEDO	620.8	.2485	31.9	12.1	17.2	19.0	25.6	237.4	4,334,740	814,930	420,904	702,721	215,459	998,714	152,317	
Fulton	41.5	.0166	31.7	9.2	16.9	20.4	24.0	14.8	248,296	54,166	19,908	8,430	8,984	76,445	10,549	
Lucas	466.1	.1865	32.6	10.7	17.2	19.0	26.9	183.2	3,481,826	648,096	350,985	608,415	173,900	799,807	121,345	
• Toledo	341.6	.1367	32.5	11.2	17.4	17.6	28.1	138.2	2,171,937	437,439	270,121	459,440	89,938	270,574	90,272	
Wood	112.2	.0454	28.8	19.2	17.1	18.6	20.9	39.4	614,958	112,658	50,011	85,876	32,575	122,462	20,423	
• Bowling Green	26.2	.0105	23.3	49.8	13.8	11.0	12.9	7.7	188,044	36,552	19,173	19,073	7,545	40,437	6,521	
SUBURBAN TOTAL	253.0	.1013	32.2	9.5	17.4	21.7	23.5	91.5	1,976,957	340,929	131,610	224,208	117,976	687,703	104,344	
YOUNGSTOWN-WARRREN	587.8	.2398	34.4	9.5	16.3	20.2	28.9	191.8	3,379,331	591,290	274,598	396,044	167,265	777,682	133,613	
Mahoning	273.5	.1094	35.1	9.8	15.8	19.2	30.8	104.0	1,775,806	314,593	143,499	212,852	101,191	437,720	81,671	
• Youngstown	103.0	.0412	35.0	10.7	15.3	16.3	33.6	40.2	529,193	130,058	49,751	22,786	13,988	146,726	35,923	
Trumbull	233.5	.0954	33.7	9.3	16.8	21.2	26.6	87.8	1,503,435	276,700	129,099	183,192	46,074	339,962	51,942	
• Warren	52.0	.0208	34.2	10.1	15.8	18.4	30.4	20.9	498,396	115,257	49,356	20,447	12,344	184,984	19,220	
SUBURBAN TOTAL	352.0	.1408	34.3	9.1	16.7	21.6	27.2	150.7	2,251,732	345,978	175,491	332,811	130,933	445,972	78,470	
OTHER COUNTIES																
Adams	26.7	.0107	33.0	9.1	14.4	19.9	27.2	9.5	109,361	24,409	4,315	6,569	2,915	33,358	5,996	

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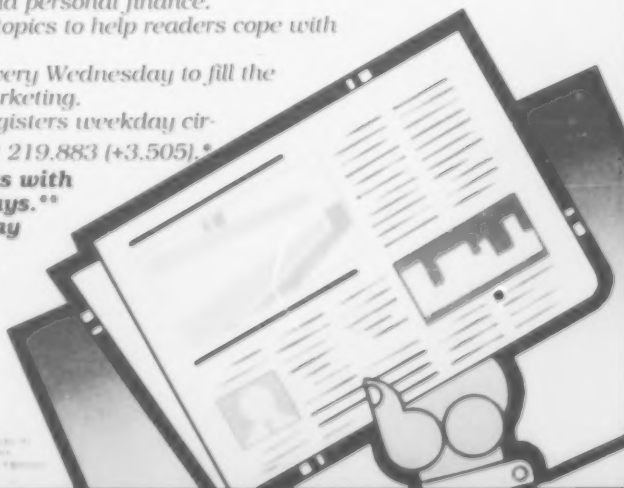
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METRO & COUNTY TOTALS

OHIO (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



\$6MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
Ashland	47.5	.0190	33.0	11.4	15.6	20.6	26.2	17.3	212,865	49,165	21,223	16,751	10,033	48,330	9,025	
Ashtabula	102.5	.0410	33.1	8.8	16.0	20.0	27.5	37.7	513,669	103,116	39,630	58,822	19,418	134,096	15,671	
Athens	58.4	.0234	27.9	24.1	16.3	16.8	21.6	20.0	244,691	64,623	28,418	17,238	7,398	50,690	9,732	
Belmont	77.9	.0312	35.6	8.9	15.9	18.9	32.0	30.6	463,520	111,606	34,808	101,968	19,083	74,886	16,768	
Brown	36.7	.0147	32.7	8.9	15.4	20.5	25.9	13.1	93,172	27,949	9,985	8,356	2,155	18,753	3,022	
Champaign	36.0	.0144	33.7	9.1	16.2	21.7	26.2	13.5	149,657	45,295	10,580	8,522	3,121	41,503	6,660	
Clinton	36.9	.0148	32.8	10.3	16.0	20.3	26.3	14.0	230,295	60,744	15,915	12,385	4,725	64,482	7,263	
Columbiana	111.2	.0445	34.0	9.1	16.1	20.2	28.1	42.0	497,480	128,750	40,726	41,749	13,655	136,255	18,386	
Coshocton	37.2	.0149	34.5	8.6	15.6	20.8	28.5	14.4	139,309	43,070	12,156	12,702	4,789	18,832	4,588	
Crawford	49.2	.0197	34.0	9.1	15.9	21.3	27.0	18.9	227,765	49,368	22,445	15,493	7,428	50,252	12,809	
Darke	56.9	.0228	33.0	9.0	15.8	20.5	26.5	21.0	361,998	80,578	24,343	23,827	11,807	108,247	7,570	
Defiance	41.2	.0165	30.7	10.7	16.8	20.3	22.5	14.7	258,887	60,228	21,938	27,930	11,614	68,827	7,138	
Erie	79.3	.0317	33.4	9.4	16.5	21.2	26.2	29.7	559,061	86,453	57,149	120,695	25,984	126,706	16,904	
Fayette	27.6	.0111	34.0	8.8	16.3	20.8	27.5	10.3	180,335	42,755	17,529	14,485	3,391	40,351	4,906	
Gallia	31.2	.0125	33.3	10.7	16.0	21.6	25.8	11.1	188,021	41,177	16,826	21,599	6,085	49,923	7,401	
Guernsey	41.1	.0164	34.1	8.9	15.9	19.5	29.1	15.3	204,654	45,607	23,960	25,323	5,732	37,197	5,409	
Hancock	65.6	.0263	32.6	10.3	16.8	20.7	25.3	25.4	528,980	68,346	47,070	110,328	21,964	158,604	12,956	
Hardin	32.8	.0131	31.4	14.2	15.5	18.9	25.4	12.1	129,319	43,955	11,894	7,201	3,014	28,249	8,947	
Harrison	16.5	.0066	34.5	8.6	15.5	19.3	30.0	6.1	43,587	14,989	1,716	516	806	14,697	2,826	
Henry	28.6	.0115	32.9	9.7	15.7	20.0	26.7	10.6	126,800	27,677	7,439	5,722	4,553	42,628	5,194	
Highland	36.7	.0147	34.9	8.5	14.6	20.0	29.9	14.0	163,825	43,066	17,279	11,636	3,607	30,376	8,685	
Hocking	26.0	.0104	33.7	9.2	15.7	21.0	26.9	10.0	119,604	25,265	9,838	10,227	2,431	28,696	5,729	
Holmes	30.9	.0123	28.4	9.6	15.8	18.4	21.2	9.1	131,056	27,454	16,884	6,977	4,944	23,024	2,327	
Huron	56.8	.0228	31.8	9.5	16.7	20.2	24.4	20.8	363,846	79,972	25,099	26,941	22,271	124,179	15,596	
Jackson	30.3	.0121	33.7	9.1	15.5	19.6	28.3	11.3	146,292	45,356	11,992	13,729	2,731	28,497	12,036	
Knox	49.1	.0196	33.5	12.6	15.1	20.4	27.3	18.0	200,455	51,052	21,022	21,182	5,176	48,811	7,244	
Lawrence	64.0	.0256	33.5	8.7	15.8	21.4	26.2	23.7	229,016	61,302	21,661	17,877	10,282	44,805	11,113	
Logan	42.3	.0169	34.2	8.6	15.7	19.3	29.4	16.1	207,977	56,935	22,235	11,051	5,221	46,168	9,622	
Manion	65.1	.0261	32.5	9.5	18.4	21.4	24.1	23.9	401,254	83,934	33,257	75,053	17,001	78,074	12,257	
Meigs	24.5	.0098	34.1	8.6	15.9	20.1	28.5	9.2	78,919	21,666	5,646	6,013	4,884	17,422	5,122	
Mercer	40.2	.0161	31.0	10.3	15.8	18.1	25.5	13.7	221,392	48,824	18,055	24,369	9,334	51,211	5,977	
Monroe	15.8	.0063	33.9	8.7	15.9	20.4	28.0	6.1	45,514	16,824	3,010	1,106	1,178	7,555	2,289	
Morgan	14.5	.0058	34.4	8.2	14.9	19.4	29.7	5.2	29,679	6,603	2,527	1,106	1,178	7,555	2,289	
Morrow	28.6	.0114	32.2	8.5	16.4	22.7	22.7	10.1	91,592	22,658	3,269	6,084	878	24,170	2,410	
Muskingum	85.4	.0342	33.3	10.1	15.6	20.1	27.2	32.4	556,321	121,789	47,838	79,646	46,335	109,615	13,408	
Noble	11.6	.0047	34.1	9.0	15.0	18.4	30.2	4.3	36,583	9,064	1,568	426	1,193	13,423	1,674	
Ottawa	41.2	.0164	34.8	8.7	15.3	21.0	28.7	15.7	216,295	55,922	26,862	6,387	5,974	64,890	6,505	
Paulding	22.0	.0089	30.8	9.7	16.4	20.4	22.8	7.8	50,957	16,973	4,773	842	2,154	14,066	2,709	
Perry	33.0	.0132	32.0	9.7	15.7	18.9	26.4	11.7	85,935	22,307	6,267	2,080	1,473	31,203	3,429	
Pike	25.4	.0101	33.4	9.0	15.1	20.7	26.9	9.3	100,863	27,298	8,785	7,378	1,823	20,019	7,237	
Preble	41.5	.0166	33.4	8.7	16.4	22.0	25.5	15.2	147,309	33,982	14,719	5,752	3,351	24,415	5,240	
Putnam	34.1	.0137	30.1	10.7	15.5	18.3	24.0	11.5	169,342	31,474	13,265	8,828	4,733	57,869	7,517	
Ross	68.5	.0274	34.6	9.0	16.4	22.5	26.9	24.4	371,182	78,355	29,345	79,237	30,956	66,091	10,867	
Sandusky	64.3	.0258	32.2	9.7	16.3	19.9	25.5	23.6	306,809	71,187	25,996	20,669	10,064	88,128	13,135	
Scioto	82.6	.0330	34.2	9.0	15.6	19.8	28.9	30.6	413,404	101,515	45,149	45,862	16,374	94,765	14,064	
Seneca	62.2	.0249	31.7	10.7	16.1	19.0	25.7	22.2	310,126	68,906	25,714	24,504	13,528	74,754	10,850	
Shelby	44.6	.0179	31.2	9.7	16.8	20.0	23.6	15.4	183,692	39,847	25,585	8,335	8,033	36,889	8,871	
Tuscarawas	87.2	.0349	34.5	9.2	16.0	20.3	28.9	33.8	524,484	119,141	38,107	54,001	32,386	124,955	19,494	
Van Wert	31.2	.0124	33.9	9.1	16.2	19.3	28.9	11.8	142,676	32,380	12,446	7,835	3,164	43,075	6,305	
Vinton	12.0	.0048	32.7	9.3	15.8	19.6	26.7	4.3	23,607	8,181	1,395	295	810	2,631	616	
Wayne	105.6	.0423	31.3	11.4	17.4	20.8	22.8	37.4	555,335	131,907	38,590	39,378	25,184	179,214	13,254	
Williams	38.8	.0155	33.0	9.3	16.2	20.3	26.4	14.6	199,092	47,086	23,296	10,244	4,815	33,080	8,930	
Wyandot	22.7	.0090	33.8	9.5	15.3	20.0	28.1	9.2	103,132	23,373	9,502	8,130	2,908	26,333	4,903	
TOTAL METRO COUNTIES	8,597.0	3.4411	33.0	10.7	17.2	20.8	25.8	3,303.2	58,224,648	11,397,548	5,624,848	8,006,180	2,937,329	13,299,928	1,977,730	
TOTAL STATE	10,934.8	4.3767	33.0	10.6	16.9	20.6	25.9	4,161.7	69,923,217	14,076,398	6,449,430	9,185,799	3,404,200	16,196,501	2,488,828	

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METRO & COUNTY TOTALS

OHIO (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$29,999	(D) \$30,000 & Over	
AKRON	8,132,308	25,760	21.8	28.9	18.3	14.2	.2491
Portage	1,757,473	28,270	18.8	30.4	19.7	16.5	.0503
* East	314,428	21,187	23.4	25.8	14.3	12.2	.0122
Summit	3,374,835	25,170	21.5	28.5	18.0	13.6	.1988
* Akron	2,466,897	20,001	24.9	27.4	13.5	9.0	.0830
* Barberton	292,196	20,157	26.9	28.5	13.2	8.6	.0088
Cuyahoga Falls	637,500	26,815	21.5	32.6	21.6	10.6	.0201
SUBURBAN TOTAL	5,056,587	30,297	17.9	30.0	22.2	18.2	.1451
CANTON	4,599,640	24,863	21.7	31.3	18.3	10.7	.1445
Carroll	298,190	22,407	25.0	32.2	15.3	8.0	.0084
Stark	4,321,450	25,052	21.5	31.2	18.6	10.8	.1361
* Alliance	244,441	20,414	24.2	30.3	13.3	7.4	.0096
* Canton	905,544	18,705	25.1	27.6	11.9	7.7	.0313
* Massillon	354,473	20,891	25.7	28.0	16.3	7.6	.0131
SUBURBAN TOTAL	3,095,182	27,982	19.5	33.3	21.6	12.6	.0905
CINCINNATI	19,485,351	27,155	19.6	27.1	18.6	17.7	.5962
Clermont	1,705,852	27,191	19.8	32.8	21.4	11.8	.0533
Hamilton	12,606,543	27,052	19.4	25.2	17.4	19.9	.3817
* Cincinnati	4,833,091	20,122	23.6	25.1	12.9	12.2	.1490
Warren	1,401,152	30,339	17.6	30.2	23.6	16.6	.0415
Dearborn, Ind.	406,544	24,431	21.6	32.2	17.1	10.2	.0128
Bane, Ky.	646,957	28,297	19.1	32.1	23.0	12.7	.0271
Campbell, Ky.	999,706	26,266	21.1	27.4	19.8	14.8	.0293
Kenton, Ky.	1,728,587	25,943	21.3	27.8	18.7	14.7	.0505
Covington	472,361	18,359	26.5	25.1	12.8	8.3	.0164
SUBURBAN TOTAL	14,662,260	30,171	17.9	27.8	21.1	20.0	.4472
CINCINNATI-HAMILTON CONSOLIDATED AREA	22,746,486	26,490	19.7	27.4	18.7	17.0	.4932
CLEVELAND	25,613,094	27,793	18.9	26.4	18.7	18.6	.7464
Cuyahoga	19,906,040	26,395	19.5	25.5	17.5	18.2	.5764
* Cleveland	5,436,213	18,444	22.5	24.4	13.2	9.1	.1608
Cleveland Heights	861,906	30,548	17.8	26.6	18.1	24.6	.0221
Eucled	859,053	26,839	20.7	28.0	18.3	17.1	.0224
Lakewood	915,906	25,432	23.7	29.0	16.7	15.7	.0233
Parma	1,328,189	32,018	17.8	29.3	23.3	20.4	.0396
Geauga	1,170,720	35,093	14.0	26.9	23.0	27.2	.0301
Lake	2,869,568	30,106	18.1	31.7	22.9	16.7	.0918
Mentor	630,911	33,883	12.8	32.4	25.8	22.2	.0254
Medina	1,666,766	34,036	14.6	28.2	24.8	23.3	.0481
SUBURBAN TOTAL	20,176,881	31,470	17.4	27.3	21.0	22.6	.5856
CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA	27,155,157	27,421	19.2	27.3	18.9	17.4	1.0962
COLUMBUS	17,318,380	25,109	22.1	28.6	17.5	14.3	.5504
Delaware	822,397	29,421	19.0	29.3	20.7	18.4	.0231
Fairfield	1,127,700	24,973	22.7	31.6	18.3	10.8	.0337
* Lancaster	397,140	20,637	26.5	30.6	12.9	7.9	.0149
Franklin	12,520,881	24,778	22.2	27.8	17.1	14.8	.4100
* Columbus	7,039,953	21,685	24.5	27.4	15.0	11.1	.2464
Licking	1,517,647	23,249	22.4	29.6	18.8	12.0	.0467
* Newark	499,267	20,822	25.5	28.8	14.0	9.2	.0176
Madison	339,975	23,227	24.6	31.0	16.7	10.4	.0114
Rikaway	477,822	24,594	22.7	31.6	17.6	11.4	.0141
Union	411,962	26,609	17.5	31.0	18.4	19.1	.0114
SUBURBAN TOTAL	9,282,020	29,171	19.4	29.2	20.5	18.2	.2715
DAYTON-SPRINGFIELD	12,381,539	19,177	28.9	28.1	18.4	15.6	.3785
Clark	1,797,911	23,244	21.0	29.2	18.2	13.1	.0254
* Springfield	790,798	20,479	23.5	27.6	13.8	9.5	.0264
Greene	1,840,541	31,319	17.0	26.8	20.9	22.6	.0515
Miami	1,132,338	26,405	21.4	30.2	19.4	13.9	.0357
Montgomery	7,590,849	25,352	21.6	27.7	17.9	15.1	.2359
* Dayton	1,923,407	17,991	25.7	25.5	12.4	7.5	.0631
Kettering	987,179	24,496	21.4	24.9	20.1	19.9	.0291
SUBURBAN TOTAL	9,667,334	29,319	19.2	28.8	20.7	18.7	.2888
HAMILTON-MIDDLETOWN	3,251,855	25,961	28.2	29.3	19.1	13.2	.0990
Butler	3,251,055	25,961	28.2	29.3	19.1	13.2	.0990
* Hamilton	687,456	20,153	23.8	29.0	13.0	8.4	.0730
* Middletown	553,020	21,774	22.5	24.9	13.8	11.7	.0175
SUBURBAN TOTAL	2,010,579	29,846	17.8	30.1	23.3	16.1	.0585
LIMA	1,814,963	24,743	22.5	28.3	17.6	12.1	.0605
Allen	1,297,056	24,400	22.2	29.3	17.5	12.3	.0447
* Lima	482,132	19,956	24.6	27.0	15.2	8.7	.0180

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$29,999	(D) \$30,000 & Over	
Auglaize	517,907	25,468	23.2	33.3	17.6	11.6	.0158
SUBURBAN TOTAL	1,332,831	26,825	21.5	31.7	19.3	13.7	.0445
LORAIN-ELYRIA	3,409,755	29,265	17.0	29.9	22.1	16.2	.1007
Lorain	3,409,755	29,265	17.0	29.9	22.1	16.2	.1007
• Elyria	720,473	26,292	19.6	31.1	19.3	13.2	.0248
• Lorain	857,317	26,171	18.8	27.2	19.8	13.8	.0234
SUBURBAN TOTAL	1,831,965	32,070	14.9	30.7	24.7	19.0	.0525
MANSFIELD	1,519,805	24,578	23.1	30.5	17.9	11.2	.0496
Richland	1,519,805	24,578	23.1	30.5	17.9	11.2	.0496
• Mansfield	583,042	19,722	27.0	27.2	13.5	8.7	.0216
SUBURBAN TOTAL	936,763	28,142	20.1	33.0	21.2	13.2	.0280
PARKERSBURG-MARIETTA	1,626,452	21,358	25.0	30.8	14.8	7.6	.0560
Washington	659,314	21,599	25.4	31.4	15.4	7.2	.0210
• Marietta	162,259	17,989	28.6	26.7	11.2	6.9	.0069
Wood, W. Va.	967,138	21,179	24.8	30.5	14.3	7.9	.0350
• Parkersburg	395,810	17,832	27.0	27.6	10.8	6.5	.0174
SUBURBAN TOTAL	1,068,383	23,437	23.5	33.1	17.1	8.2	.0317
STUBENVILLE-WEIRTON	1,630,952	23,722	21.4	29.5	18.3	9.3	.0491
Jefferson	898,549	23,122	21.5	28.7	18.2	9.1	.0282
• Stuebenville	252,561	19,590	22.0	23.3	15.7	10.3	.0102
Roadie, W. Va.	265,923	22,000	23.7	35.2	14.1	5.1	.0082
Hancock, W. Va.	466,480	26,536	19.3	27.9	16.2	12.5	.0127
• Weirton	309,427	28,159	18.3	26.2	22.4	15.2	.0087
SUBURBAN TOTAL	1,068,764	23,672	21.9	31.9	18.0	7.6	.0302
TOLEDO	7,898,730	25,805	20.6	26.9	18.3	15.5	.2453
Fulton	509,764	28,003	19.4	30.1	20.2	15.9	.0152
Lucas	5,956,806	25,098	20.8	26.6	17.7	15.0	.1885
• Toledo	4,125,270	22,929	22.0	26.4	16.5	12.6	.1279
Wood	1,432,160	28,133	19.5	27.8	19.9	17.9	.0416
• Bowling Green	261,061	20,319	25.4	22.7	14.7	13.3	.0094
SUBURBAN TOTAL	3,512,399	30,286	17.9	28.2	21.1	20.1	.1080
YOUNGSTOWN-WARREN	6,073,025	25,297	20.3	29.1	17.8	13.6	.1900
Mahoning	2,851,880	22,170	22.4	30.9	15.1	8.6	.0962
• Youngstown	928,459	17,041	24.5	26.3	11.2	6.0	.0316
Trumbull	3,221,145	29,863	17.9	26.9	20.9	19.6	.0938
• Wyriian	685,404	25,171	19.2	25.0	17.9	16.0	.0233
SUBURBAN TOTAL	4,458,962	27,683	19.1	30.7	19.8	15.6	.1351
OTHER COUNTIES							
Adams	192,416	13,990	28.2	22.5	9.2	3.6	.0070
Ashland	510,232	23,445	24.7	32.3	16.0	9.7	.0153
Ashtabula	1,111,968	23,955	22.9	31.1	17.8	9.7	.0340
Athens	586,183	19,505	27.0	25.0	13.1	10.9	.0179
• Belmont	826,535	22,126	22.8	30.5	16.5	7.6	.0268
Brown	344,340	20,764	24.4	30.2	14.0	7.4	.0098
Champaign	410,010	24,252	23.4	33.1	16.8	10.5	.0117
Clinton	395,295	21,693	25.7	28.8	15.3	9.7	.0129
• Columbiana	1,108,013	21,460	24.5	31.4	15.5	6.4	.0344
Coshocton	389,832	21,286	26.0	29.3	15.2	8.1	.0114
Crawford	509,189	21,370	26.2	30.9	14.9	7.4	.0157
Darke	583,132	21,944	26.5	32.9	13.7	8.3	.0196
Defiance	471,177	26,318	21.6	32.2	19.4	11.8	.0150
Erie	948,738	25,654	20.7	30.5	19.0	12.6	.0306
Fayette	226,113	16,666	30.3	27.9	8.6	4.6	.0087
• Fulton	295,324	19,633	25.7	26.8	14.5	7.8	.0103
Guernsey	399,887	19,981	26.5	28.9	13.6	7.4	.0130
Hancock	922,084	29,000	18.8	29.5	20.0	18.4	.0285
Hardin	309,750	19,997	25.7	29.6	14.0	6.3	.0097
Harrison	154,769	19,928	26.2	29.0	14.6	6.2	.0043
Henry	351,733	26,965	21.4	30.9	20.2	13.9	.0099
Highland	343,875	18,407	28.4	27.8	11.5	6.7	.0110
Hocking	236,926	18,658	29.0	30.9	11.3	4.6	.0078
Holmes	255,367	21,000	27.6	28.9	14.3	9.3	.0086
Huron	612,098	23,910	23.7	32.6	16.9	9.3	.0202
Jackson	254,041	16,855	26.9	27.2	10.3	4.7	.0088
Kenex	474,158	19,926	28.3	30.3	12.2	7.3	.0147
• Lawrence	633,492	21,235	22.7	29.1	15.0	8.5	.0187
Logan	424,591	20,318	27.7	29.6	13.7	7.4	.0135
Marion	675,584	22,906	23.1	32.9	15.7	8.2	.0225
Meigs	197,433	16,345	27.1	27.7	9.6	3.8	.0063
Meigs	490,714	28,662	19.1	30.4	20.0	17.0	.0146
Monroe	155,783	20,602	23.1	28.7	16.4	5.9	.0060

OHIO (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Morgan	129,401	19,312	26.9	29.5	12.6	6.2	.0037
Morrow	259,475	20,909	28.1	33.8	13.2	5.4	.0077
Muskingum	828,640	19,275	27.4	28.3	13.1	6.9	.0291
Noble	113,732	20,861	24.7	28.9	14.9	7.8	.0034
Ottawa	582,920	30,059	18.7	28.4	20.6	20.5	.0159
Paulding	228,177	25,163	21.7	34.8	19.0	8.2	.0061
Perry	292,528	19,497	29.1	29.6	12.8	6.2	.0086
Pike	242,128	18,714	28.1	24.9	13.0	8.8	.0075
Preble	541,798	28,993	19.1	28.0	20.6	18.5	.0142
Pulham	307,652	22,099	26.4	34.7	13.8	6.7	.0103
Ross	761,008	24,115	22.8	29.2	16.4	13.1	.0236
Sandusky	728,846	25,203	21.6	32.5	19.8	10.1	.0216

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
Scioto	754,244	17,724	27.3	24.8	12.6	7.1	.0253
Seneca	637,463	23,579	24.3	33.8	17.0	8.0	.0201
Shelby	521,720	27,214	19.7	32.0	20.1	13.7	.0146
Tuscarawas	902,949	21,476	26.1	31.9	14.5	6.9	.0299
Van Wert	382,087	27,038	20.2	31.9	20.1	13.1	.0107
Vinton	107,623	18,690	27.2	27.1	12.4	7.4	.0030
Wayne	1,260,767	26,755	21.1	31.2	19.5	14.2	.0073
Williams	436,758	24,584	22.8	32.7	18.1	9.3	.0133
Wyandot	225,965	21,950	26.8	32.0	15.7	7.1	.0070
TOTAL METRO COUNTIES	110,641,731	25,254	20.4	28.0	18.3	15.6	3.3852
TOTAL STATE	135,228,307	25,334	21.3	28.4	17.8	14.3	4.1502

Oklahoma

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-44 Years	45-64 Years	65 & Over	50 & Over	
ENID	59.7	.0239	33.2	10.7	17.4	19.8	37.3	23.5	
Garfield	59.7	.0239	33.2	10.7	17.4	19.8	27.2	23.5	
* Enid	47.9	.0192	33.0	11.5	18.0	19.0	27.3	19.3	
SUBURBAN TOTAL	11.8	.0047	34.5	7.7	15.1	23.0	26.3	4.2	
LAWTON	119.1	.0477	27.0	18.2	18.2	18.7	16.8	39.5	
Comanche	119.1	.0477	27.0	18.2	18.2	18.7	16.8	39.5	
* Lawton	85.0	.0340	28.5	14.3	16.7	19.6	18.2	31.5	
SUBURBAN TOTAL	34.1	.0137	24.2	27.9	16.9	16.4	13.3	8.0	
OKLAHOMA CITY	973.7	.3897	32.0	11.3	18.5	21.3	23.1	378.5	
Canadian	75.3	.0302	31.3	8.0	19.6	24.2	18.6	25.8	
Cleveland	163.5	.0654	29.0	15.1	21.4	22.0	13.2	60.2	
* Norman	78.3	.0313	28.6	20.8	21.7	18.4	17.7	30.8	
Laguna	31.0	.0124	33.7	10.8	15.0	19.8	28.2	11.0	
McClain	25.7	.0103	34.8	8.0	14.8	24.8	24.9	9.1	
Oklahoma	618.4	.2475	32.6	11.0	18.4	20.7	24.9	250.2	
Midwest City	52.9	.0212	31.2	11.8	18.4	20.7	22.4	20.5	
* Oklahoma City	430.6	.1724	32.9	10.7	18.7	20.4	25.6	178.6	
Pottawatomie	59.8	.0239	35.0	10.0	14.4	21.2	28.9	22.2	
* Shawnee	26.3	.0105	36.2	12.3	14.0	18.2	33.4	10.5	
SUBURBAN TOTAL	438.5	.1755	31.7	10.1	18.1	22.9	21.1	158.6	
TULSA	740.5	.2965	32.7	9.9	18.4	22.0	23.7	289.5	
Creek	66.2	.0265	33.9	8.1	16.0	22.5	25.8	23.9	
Osage	41.3	.0166	35.1	8.0	16.2	22.1	28.0	15.3	
Rogers	57.9	.0232	33.3	8.1	16.2	25.9	21.2	20.1	
Tulsa	521.2	.2086	32.4	10.8	19.1	21.3	23.9	212.0	
* Tulsa	372.6	.1491	33.0	11.4	19.1	20.5	25.6	158.3	
Wagoner	53.9	.0216	31.7	7.5	17.6	23.7	20.4	18.2	
SUBURBAN TOTAL	367.9	.1474	32.4	8.4	17.8	23.4	21.9	131.2	
OTHER COUNTIES									
Adair	22.0	.0088	33.4	8.5	13.9	19.7	28.0	7.2	
Alfalfa	6.4	.0026	43.2	6.1	10.8	17.2	43.0	2.4	
Atoka	13.4	.0054	36.0	8.2	15.6	20.9	30.6	4.6	
Beaver	7.0	.0028	35.9	6.8	15.0	20.9	30.5	2.9	
Beckham	20.7	.0083	35.8	9.3	14.8	17.8	33.2	8.0	
Blaine	13.0	.0052	36.8	8.5	13.3	18.8	33.8	5.0	
Bryan	34.5	.0138	35.7	10.9	14.2	18.7	32.3	13.4	
Canadian	32.6	.0130	35.7	8.4	13.3	19.0	32.0	12.3	
Carter	46.0	.0184	35.7	8.5	14.8	19.7	31.2	17.6	
Cherokee	35.9	.0143	32.0	13.2	14.4	19.6	26.1	12.7	
Choctaw	17.2	.0069	36.6	7.6	13.1	18.5	33.7	6.1	
Cimarron	3.9	.0016	37.3	6.2	14.7	20.1	33.2	1.6	
Coal	6.0	.0024	38.8	7.3	12.3	17.8	36.9	2.2	
Cotton	7.2	.0029	38.7	7.2	13.3	19.2	36.0	2.8	
Craig	15.2	.0061	38.8	7.7	13.4	21.2	34.6	5.6	
Custer	30.4	.0121	30.9	17.7	15.1	17.4	26.4	11.5	
Delaware	29.9	.0120	39.6	6.8	12.1	19.3	37.1	11.4	
Dewey	5.7	.0023	39.0	7.7	13.0	17.9	37.4	2.1	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
392,670	87,330	35,398	65,891	13,935	92,848	12,536
392,670	87,330	35,398	65,891	13,935	92,848	12,536
378,969	84,179	35,055	65,864	13,880	87,421	12,201
13,701	3,351	343	27	55	5,427	335
679,793	138,391	63,454	129,421	34,634	144,323	13,693
679,793	138,391	63,454	129,421	34,634	144,323	13,693
627,886	121,761	59,666	127,946	33,905	137,325	12,591
51,907	16,630	3,788	1,475	729	6,998	1,102
7,178,036	1,413,583	780,371	833,574	357,597	2,025,574	181,615
353,256	94,160	35,001	37,493	9,804	113,197	8,004
957,795	189,587	97,935	99,795	24,409	347,546	19,999
638,909	91,689	67,772	64,968	17,189	279,817	12,279
93,628	22,602	8,185	10,074	1,092	29,370	4,250
109,949	24,244	8,012	15,951	2,363	27,491	2,805
5,333,590	968,000	593,086	629,088	310,512	1,466,192	134,277
626,843	138,732	43,584	37,829	15,309	204,303	15,039
3,681,623	547,983	430,699	438,069	248,709	1,029,889	87,689
329,899	114,990	38,152	41,179	9,417	41,778	12,280
270,967	96,844	27,761	35,735	7,756	37,472	11,437
2,586,537	677,067	254,139	294,802	83,943	678,396	70,210
5,107,187	1,158,966	543,279	801,009	255,251	1,260,043	106,038
202,525	75,790	20,151	18,562	4,443	35,121	6,742
89,883	41,634	5,223	5,443	767	13,792	4,710
209,906	64,090	18,509	19,403	2,872	46,966	4,409
4,519,911	945,828	490,849	541,982	244,351	1,157,269	85,489
3,628,774	716,768	401,197	419,850	218,841	955,499	64,676
85,162	31,624	8,447	15,619	2,818	6,895	4,688
1,478,413	442,178	142,082	181,139	36,410	304,744	41,362
42,829	19,075	2,258	7,146	603	4,723	628
19,305	5,707	870	874	215	4,996	590
62,195	17,053	3,019	8,514	2,562	11,578	1,936
17,424	6,559	1,058	50	195	2,223	561
116,546	31,454	10,399	17,171	3,178	25,252	2,449
40,758	14,982	3,338	1,431	640	5,554	1,327
157,202	41,821	12,554	22,915	6,412	27,629	4,098
104,385	29,607	7,016	12,019	2,781	20,535	3,057
292,826	72,490	28,019	33,300	11,869	62,652	9,325
151,421	46,419	12,670	21,356	5,180	26,655	2,837
62,864	17,481	4,182	10,669	1,646	13,211	1,532
16,667	4,601	999	19	80	3,313	145
14,409	6,165	743	2,099	174	507	616
19,757	6,662	1,421	1,010	744	3,963	887
79,679	19,350	8,447	8,151	1,852	18,911	1,923
166,110	40,822	13,572	16,100	5,755	38,116	8,013
113,194	33,613	8,108	19,669	4,011	26,510	2,201
15,823	5,376	937	54	326	1,514	273

METRO & COUNTY TOTALS

OKLA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mfgs (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
18-24 Years	25-34 Years	35-49 Years	50 & Over													
Ellis	5.3	.0021	37.1	7.5	14.9	17.9	34.8	2.0	15,980	4,348	1,098	422	293	4,449	619	
Gavin	28.3	.0113	38.3	8.2	13.1	19.2	35.2	11.0	123,412	37,633	11,731	12,009	2,287	20,290	4,784	
Grady	44.0	.0176	34.3	9.2	15.1	21.4	27.5	16.1	204,303	54,944	17,565	15,090	8,742	58,972	6,056	
Grant	6.0	.0024	42.9	6.2	11.8	18.8	41.4	2.3	14,632	3,287	755	25	153	4,831	739	
Greer	6.3	.0026	43.6	9.7	12.8	15.8	43.8	2.7	15,236	8,166	990	473	330	899	1,394	
Harmon	4.1	.0016	42.9	6.5	11.1	16.1	42.4	1.7	12,350	4,533	709	420	371	1,327	962	
Harper	4.3	.0017	39.3	8.0	13.4	20.9	35.3	1.8	12,201	2,280	636	812	296	4,145	840	
Haskell	12.0	.0048	38.1	6.8	13.6	19.2	35.2	4.7	48,379	12,050	1,831	9,972	504	11,603	1,767	
Hughes	14.1	.0057	41.3	6.8	11.6	19.0	39.3	5.6	45,059	15,319	1,978	8,061	768	8,439	1,254	
Jackson	29.7	.0119	30.4	12.7	16.8	19.5	22.7	10.9	187,751	34,368	17,771	17,011	6,250	59,823	7,677	
Jefferson	8.4	.0033	38.4	7.5	13.5	17.3	36.9	3.2	25,450	8,717	2,155	612	409	4,584	1,356	
Johnston	10.7	.0043	36.5	9.8	13.1	18.4	33.5	4.0	24,019	8,047	2,609	85	698	3,585	1,090	
Key	50.0	.0200	36.5	8.9	15.3	19.3	32.8	20.2	316,562	83,408	26,502	41,937	10,090	52,139	12,705	
Kingfisher	14.3	.0057	34.7	9.2	14.5	20.3	29.2	5.3	61,453	17,971	4,175	6,706	788	16,636	2,696	
Kiowa	12.3	.0050	41.2	7.5	11.7	17.6	40.2	5.1	45,045	16,624	1,784	5,330	2,227	3,973	2,799	
Leflore	10.7	.0042	36.5	10.2	12.5	19.0	33.0	3.8	28,038	14,486	1,871	1,616	593	1,500	1,198	
LeFlore	47.8	.0192	35.6	8.1	14.1	20.5	30.5	17.6	151,901	53,277	8,567	21,776	4,411	22,959	4,621	
Lincoln	30.4	.0121	36.0	8.1	13.9	21.4	30.1	11.6	85,132	22,499	8,609	8,309	1,434	10,030	1,721	
Love	8.3	.0034	37.0	7.5	14.1	20.3	32.6	3.2	32,902	12,543	2,247	1,013	811	7,805	860	
McCurdin	37.3	.0149	33.1	8.1	14.6	20.2	27.0	13.2	178,212	46,609	15,052	30,602	5,211	42,483	5,100	
McIntosh	17.8	.0071	42.2	6.8	11.0	19.8	39.8	7.1	87,207	23,118	6,911	8,401	2,824	24,942	3,484	
Major	8.8	.0035	36.4	8.2	14.2	20.5	31.6	3.2	43,039	9,868	2,194	3,143	127	14,290	274	
Marshall	11.9	.0048	42.2	7.1	11.5	18.0	41.2	5.1	51,821	18,653	3,202	1,974	1,220	13,859	2,282	
Mayes	35.4	.0142	35.9	8.0	13.9	21.1	30.3	13.2	178,268	51,008	10,357	21,342	8,138	37,525	3,363	
Murray	12.4	.0049	37.2	7.6	13.8	18.8	34.2	4.9	66,263	17,345	5,024	7,491	701	20,239	2,761	
Muskogee	70.8	.0284	34.9	9.0	15.0	19.2	30.7	26.7	416,645	103,276	40,963	58,793	15,980	79,904	11,602	
Muskogee	41.3	.0165	36.3	9.2	14.7	17.0	34.5	16.5	362,093	84,201	34,970	57,777	13,957	75,769	10,486	
Notke	12.1	.0048	36.5	8.7	14.2	20.8	31.5	4.8	44,426	12,679	5,255	1,650	154	5,865	1,556	
Nowata	11.2	.0045	37.3	8.1	14.3	19.9	33.3	4.3	28,597	10,271	2,462	5,448	238	3,843	948	
Oklahoma	11.2	.0045	39.7	6.5	11.3	18.6	37.8	4.3	37,181	14,849	1,276	989	669	5,322	3,074	

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total adults

67%

food Principal Food Shopper

64%

travel Frequent Flier (3 or more Air Trips in past 12 months)

73%

auto Purchased New Car in Past 2 Years

75%

Percent Reach

Source: 1989 Scarborough/Simmons Top 50 Newspaper Ratings Study

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OKLA. (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	RETAIL SALES BY STORE GROUP—1989						
										Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50-64 Years	65 & Over								
Okmulgee	39.3	.0157	36.1	9.9	13.5	19.2	32.4	15.1	159,053	41,369	13,797	32,915	4,343	25,669	4,013	
Ottawa	33.1	.0132	35.3	10.7	14.3	19.6	30.7	12.7	178,933	43,419	12,041	22,922	5,697	48,756	8,643	
Pawnee	17.5	.0070	36.7	7.5	14.7	21.2	31.4	6.7	85,649	26,015	6,691	9,451	1,753	27,373	2,678	
Payne	63.2	.0253	27.0	27.1	16.7	15.7	21.0	24.2	326,678	91,534	35,109	45,503	9,973	55,636	9,988	
Pittsburg	43.4	.0174	38.0	7.2	14.4	20.4	33.9	17.0	228,555	58,955	20,857	42,227	6,137	53,664	4,892	
Ponca City	34.2	.0137	35.9	11.9	13.9	19.0	32.1	13.2	184,556	44,012	17,164	24,615	5,875	40,820	5,189	
Pushmataha	12.8	.0051	38.1	7.2	12.6	21.2	33.4	5.0	50,908	18,613	2,458	4,515	1,231	7,821	1,656	
Roger Mills	5.0	.0020	36.8	8.2	13.9	18.5	33.9	1.8	10,161	2,779	645	508	110	2,379	959	
Seminole	27.3	.0109	37.0	8.2	13.5	19.1	33.7	10.4	96,998	33,831	8,403	14,673	1,366	16,833	3,161	
Sequoyah	36.9	.0148	34.2	8.2	13.9	21.8	27.1	12.9	144,879	44,128	13,820	16,066	3,901	22,074	2,334	
Stephens	43.5	.0174	35.7	8.7	15.7	19.7	31.3	17.0	275,941	81,468	18,925	37,059	7,483	72,713	6,814	
Texas	17.1	.0068	31.9	11.2	16.3	20.6	24.3	6.3	83,463	24,378	6,919	1,102	3,910	14,158	3,255	
Tillman	10.9	.0044	37.0	7.5	13.2	17.5	35.1	4.1	28,342	7,698	2,270	4,431	667	5,272	1,220	
Washington	43.1	.0172	35.8	8.2	16.6	21.9	29.3	17.6	356,781	102,110	30,551	51,906	20,200	57,381	7,582	
Washita	12.8	.0052	35.5	9.7	14.4	18.0	32.7	4.9	26,163	10,847	1,384	1,195	766	2,520	793	
Woods	9.9	.0039	39.1	13.4	12.4	17.0	38.0	4.0	52,035	11,265	4,629	7,159	2,665	11,362	2,834	
Woodward	21.0	.0084	32.1	10.4	17.0	20.4	24.7	7.5	130,800	37,055	11,202	16,255	5,877	27,100	2,067	
TOTAL METRO COUNTIES	1,729.9	.7736	32.8	11.1	18.4	21.4	23.2	743.9	13,502,565	2,842,598	1,436,322	1,645,961	665,318	3,544,862	316,216	
TOTAL STATE	3,286.7	1.3156	33.3	10.6	16.7	20.6	26.5	1,280.4	19,852,439	6,619,359	1,955,256	2,441,356	868,311	4,858,422	514,170	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index		METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over						(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
EMID	620,157	19,943	27.5	28.7	13.3	7.8	.0210		Cimarron	33,466	15,527	33.1	25.0	7.4	4.9	.0011
Garfield	620,157	19,943	27.5	28.7	13.3	7.8	.0210		Coal	34,547	10,667	29.7	16.1	3.6	3.2	.0013
* Enid	505,062	19,664	28.0	28.6	12.9	7.6	.0181		Cotton	50,231	13,433	29.9	22.7	7.4	1.9	.0018
SUBURBAN TOTAL	115,095	21,378	25.5	29.4	14.8	8.9	.0029		Craig	106,624	14,094	33.0	22.1	5.9	4.2	.0042
LAWTON	1,084,431	18,989	31.5	27.3	12.5	7.3	.0378		Custer	321,275	19,512	24.4	25.7	12.6	10.7	.0102
Comanche	1,084,431	18,989	31.5	27.3	12.5	7.3	.0378		Delaware	194,255	12,333	33.1	19.2	5.1	2.9	.0073
* Lawton	794,462	18,872	31.6	27.0	12.8	7.2	.0298		Dewey	37,972	19,386	24.3	25.3	11.1	12.3	.0017
SUBURBAN TOTAL	289,989	19,446	30.2	28.7	11.7	8.0	.0060		Ellis	46,468	16,811	29.4	24.9	10.6	6.5	.0014
OKLAHOMA CITY	10,785,988	21,469	25.7	28.5	14.4	10.3	.3682		Garvin	251,478	16,588	27.0	25.2	10.8	5.8	.0084
Canadian	784,524	25,846	21.1	32.8	18.8	10.8	.0242		Grady	360,405	16,440	28.0	25.2	10.7	5.5	.0124
* Cleveland	1,729,106	22,557	25.1	30.4	15.4	9.7	.0561		Grant	60,365	19,356	26.9	26.2	12.4	9.7	.0018
* Norman	829,598	18,872	27.0	25.4	12.6	9.6	.0301		Greer	51,745	12,571	26.2	21.4	5.9	5.1	.0015
Logan	283,991	19,239	26.2	26.1	12.9	9.1	.0085		Harmon	23,484	8,506	26.8	10.5	2.0	3.7	.0009
McCain	229,928	20,672	23.2	29.7	14.1	7.7	.0076		Harper	41,091	18,317	25.3	31.1	8.2	7.0	.0011
Oklahoma	7,147,292	21,230	26.4	27.9	14.0	10.8	.2511		Haskell	86,705	12,544	29.6	17.2	7.6	4.6	.0031
* Midwest City	586,464	23,013	28.0	31.1	16.6	9.7	.0241		Hughes	94,457	11,470	28.7	18.2	5.6	3.3	.0034
* Oklahoma City	4,980,082	20,431	26.3	27.1	13.3	10.5	.1744		Jackson	237,903	15,418	33.7	23.2	8.4	4.7	.0093
Pottawatomie	529,062	17,714	26.6	26.4	11.6	6.5	.0187		Jefferson	50,451	10,624	28.8	17.4	3.9	2.5	.0019
* Shawnee	240,881	16,043	26.6	24.5	9.8	6.2	.0105		Johnston	62,501	10,213	27.8	14.1	6.6	2.3	.0022
SUBURBAN TOTAL	4,655,342	23,430	24.8	31.1	16.2	10.4	.1513		Kay	540,386	20,282	26.0	28.4	13.0	9.2	.0177
TULSA	8,288,670	21,879	24.8	28.8	14.8	10.5	.2737		Kingfisher	135,466	20,453	25.6	30.9	13.7	6.5	.0043
Creek	653,011	21,832	22.7	29.2	15.7	9.2	.0187		Kiowa	91,854	11,758	27.4	19.7	5.5	4.0	.0032
Osage	379,136	19,362	25.0	29.3	12.1	7.0	.0106		Lafayette	69,592	12,136	27.2	19.7	6.1	4.1	.0024
Rogers	545,163	22,676	23.3	30.1	16.3	8.9	.0166		Le Flore	324,963	13,355	31.3	21.9	6.2	3.0	.0115
Tulsa	6,176,321	21,935	25.4	28.5	14.7	11.1	.2143		Lincoln	258,669	17,428	26.1	28.2	9.7	5.8	.0077
* Tulsa	4,594,658	21,032	26.3	27.1	13.8	11.4	.1629		Love	66,955	15,711	27.0	24.5	8.7	6.0	.0022
Wagoner	505,039	22,958	20.8	30.6	15.8	9.7	.0135		McCurran	225,490	12,082	29.7	18.6	7.1	2.5	.0095
SUBURBAN TOTAL	3,664,012	22,847	22.9	30.9	16.0	9.3	.1108		McIntosh	130,677	13,122	29.6	20.6	7.6	2.8	.0049
OTHER COUNTIES									Major	75,451	17,306	28.9	26.4	10.4	6.5	.0025
Adair	123,025	11,928	28.1	21.9	4.9	2.4	.0043		Marshall	94,987	12,021	30.7	17.2	7.1	3.8	.0034
Alfalfa	73,367	22,333	22.7	25.4	14.8	14.5	.0020		Mayer	281,609	16,084	29.0	25.7	9.7	4.7	.0102
Atoka	87,251	11,935	29.9	17.1	6.1	4.2	.0035		Murray	96,010	14,856	31.1	24.2	7.5	3.2	.0036
Beaver	75,954	20,743	25.2	32.5	10.9	8.4	.0021		Muskogee	565,564	15,113	27.1	23.8	9.0	5.2	.0216
Beckham	175,008	15,597	25.3	25.0	8.9	6.6	.0062		Muskogee	347,952	14,345	27.5	21.7	8.5	5.8	.0149
Blaine	130,683	19,038	23.4	25.7	13.5	8.8	.0038		Noble	126,845	19,645	27.6	27.8	11.7	9.5	.0033
Bryan	221,096	11,471	30.5	17.1	5.4	3.0	.0088		Nowata	101,408	18,321	25.1	29.8	10.2	5.7	.0030
Caddo	277,587	16,097	27.3	22.9	9.7	7.5	.0087		Okfuskee	87,336	13,886	27.7	20.3	9.0	5.7	.0029
Carter	100,878	16,749	25.6	25.8	10.8	6.1	.0150		Okmulgee	322,358	14,726	27.2	24.2	8.8	5.0	.0109
Cherokee	234,944	12,726	31.0	19.6	6.4	3.7	.0090		Ottawa	250,682	14,452	31.0	24.4	7.1	3.5	.0095
Choctaw	110,091	11,814	26.2	19.4	7.0	3.5	.0041		Pawnee	159,121	17,536	27.3	26.7	10.3	7.1	.0053
									Payne	578,473	15,336	28.7	22.7	9.7	6.4	.0196

METRO & COUNTY TOTALS

OKLA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Pittsburg	306,660	13,106	31.4	22.0	5.6	2.7	.0122
Pontotoc	290,709	15,418	25.7	25.0	9.0	6.0	.0103
Pushmataha	81,350	10,887	30.5	15.7	4.4	3.0	.0031
Roger Mills	62,192	22,886	22.9	28.7	11.3	16.9	.0014
Seminole	222,415	15,082	26.2	24.3	9.0	5.3	.0073
Sequoyah	222,080	12,665	32.8	20.7	4.5	2.9	.0089
Stephens	410,769	18,414	26.7	27.9	11.9	6.5	.0145
Texas	169,925	21,050	26.8	30.8	13.6	8.4	.0054

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Tillman	70,003	11,185	30.6	16.2	4.0	4.0	.0025
Washington	637,540	28,172	19.1	26.5	17.8	20.5	.0194
Washita	133,286	20,567	26.0	29.3	11.4	10.7	.0035
Woods	102,500	17,695	28.6	25.1	10.6	8.6	.0039
Woodward	221,217	23,447	23.6	29.8	14.8	11.8	.0073
TOTAL METRO COUNTIES	20,891,241	21,286	25.8	28.5	14.3	18.8	.7096
TOTAL STATE	32,266,858	18,746	26.6	26.5	12.2	9.4	1.9997

Oregon

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
EUGENE-SPRINGFIELD	271.6	.1088	31.4	12.1	21.5	20.0	22.2	108.6
Lane	271.6	.1088	31.4	12.1	21.5	20.0	22.2	108.6
• Eugene	111.6	.0447	30.5	16.3	23.9	18.3	21.0	47.4
• Springfield	39.6	.0159	29.0	13.8	23.3	17.2	18.9	16.4
SUBURBAN TOTAL	120.4	.0482	33.4	7.7	18.5	22.5	24.5	44.8

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mktg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
2,039,756	369,814	306,079	282,696	98,188	847,893	58,212
2,039,756	369,814	306,079	282,696	98,188	847,893	58,212
1,300,045	182,361	127,538	220,587	75,083	342,142	40,079
311,705	72,323	37,122	50,633	13,461	71,223	9,210
428,006	115,130	41,419	11,476	9,611	134,228	8,923



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ORE. (cont.)

POPULATION—12/31/89

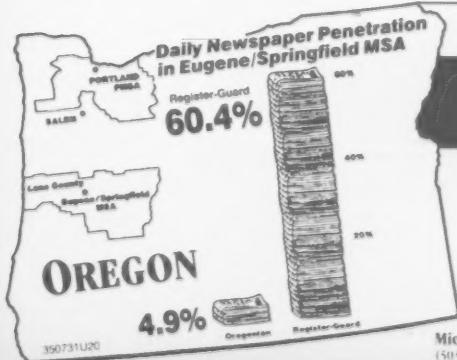


RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
MEDFORD	147.1	.0589	34.0	9.1	17.9	21.0	27.2	56.6	1,305,607	222,810	108,244	165,043	52,483	293,012	23,795	
Jackson	147.1	.0589	34.0	9.1	17.9	21.0	27.2	56.6	1,305,607	222,810	108,244	165,043	52,483	293,012	23,795	
• Medford	45.9	.0184	33.2	9.3	19.1	19.2	27.4	18.7	734,843	111,816	65,789	55,928	40,044	211,301	7,174	
SUBURBAN TOTAL	101.2	.0405	34.4	9.0	17.4	21.8	27.1	37.9	570,764	110,994	42,455	109,115	12,439	81,711	16,621	
PORTLAND	1,193.1	.4774	32.9	9.9	20.3	20.9	24.8	475.8	9,768,019	1,632,997	1,041,407	1,650,438	552,917	2,277,148	177,551	
Clockamas	270.7	.1083	33.2	7.8	18.8	24.1	22.5	99.0	1,834,949	408,750	158,068	287,083	63,911	442,964	41,138	
Multnomah	568.3	.2274	33.5	10.8	21.0	18.6	28.2	243.6	4,693,774	705,005	611,721	762,677	317,121	964,181	78,452	
• Portland	448.7	.1796	33.8	11.0	22.0	17.2	30.2	201.9	3,301,065	490,265	446,852	526,549	240,433	597,308	56,633	
Washington	293.4	.1174	31.6	9.8	21.3	22.7	20.1	111.4	2,894,343	446,027	238,187	581,566	158,124	738,231	46,799	
Yamhill	60.7	.0243	32.5	10.8	16.9	19.9	25.8	21.8	344,953	73,215	33,431	19,112	13,761	131,772	11,162	
SUBURBAN TOTAL	744.4	.2978	32.3	9.2	19.5	23.2	21.5	273.9	6,466,954	1,142,732	594,555	1,123,889	312,484	1,679,840	120,918	
PORTLAND-VANCOUVER CONSOLIDATED AREA	1,417.9	.5674	32.7	9.8	20.3	21.1	24.2	560.5	10,964,049	1,943,972	1,181,217	1,797,570	605,283	2,507,317	232,325	
SALEM	272.1	.1089	32.8	10.2	18.3	19.9	26.2	102.8	1,694,150	341,569	178,958	281,765	82,127	349,000	66,071	
Marion	223.1	.0893	32.8	10.1	18.3	19.9	26.2	84.4	1,551,122	284,159	160,099	258,266	78,749	346,493	55,642	
• Salem	96.0	.0384	32.6	12.2	20.6	18.6	26.5	38.6	1,069,448	134,692	109,393	212,605	71,300	253,979	34,194	
Polk	49.0	.0196	32.8	11.0	17.5	20.0	26.2	18.4	143,028	57,410	18,859	3,499	3,378	22,507	10,429	
SUBURBAN TOTAL	176.1	.0705	33.0	9.2	16.9	20.6	26.0	64.2	624,702	206,877	69,565	49,160	10,827	115,021	31,877	
OTHER COUNTIES																
Baker	15.1	.0061	36.7	7.2	15.1	20.6	32.0	6.0	64,238	18,611	6,861	2,000	1,863	15,803	1,863	
Benilton	66.5	.0266	28.6	21.4	21.2	18.2	18.2	24.5	334,591	80,365	49,542	32,911	15,004	63,176	14,968	
Corvallis	41.2	.0165	26.2	11.0	21.8	13.9	17.0	15.5	317,381	78,986	44,694	32,777	14,842	61,415	13,248	
Clatsop	32.9	.0132	34.4	9.8	17.5	18.6	30.3	13.1	249,703	73,027	43,385	5,086	9,066	37,899	14,450	
Columbia	37.6	.0151	33.0	7.6	17.6	21.4	25.1	13.9	130,034	43,550	15,042	863	6,417	17,791	12,330	
Coos	60.9	.0243	34.3	8.6	16.9	21.3	27.5	23.9	412,486	89,812	37,899	52,518	13,509	105,711	17,084	
Crook	14.2	.0057	34.7	8.2	16.2	21.5	28.0	5.5	51,143	20,628	3,893	1,354	1,386	6,282	2,529	
Curry	18.7	.0075	39.2	6.9	14.6	19.7	36.3	8.0	120,777	40,981	13,337	2,406	5,175	18,433	9,012	
Deschutes	72.3	.0290	32.4	8.9	20.2	21.3	23.4	27.6	610,786	129,635	62,371	56,346	26,541	150,703	27,792	
Douglas	97.4	.0389	33.1	8.6	17.0	21.2	25.6	36.1	580,424	126,144	60,743	74,125	19,184	114,111	23,759	
Gilliam	1.7	.0007	36.6	8.0	15.2	20.6	31.7	.8	5,965	1,534	958	5	23	826	136	
Grant	8.6	.0035	34.5	7.7	16.7	22.1	27.0	3.3	37,890	13,419	2,326	979	1,028	7,502	2,564	
Harney	7.9	.0031	33.1	8.6	17.3	22.5	24.1	2.9	44,412	14,803	4,002	1,372	806	7,913	557	
Hood River	16.4	.0066	33.9	8.7	17.5	20.6	27.5	5.4	104,775	33,211	13,836	4,998	3,062	18,096	3,968	
Jefferson	12.9	.0051	31.7	9.1	16.5	21.1	23.4	4.7	57,729	18,798	6,586	3,050	247	14,712	1,638	
Josephine	75.3	.0302	36.3	7.0	15.8	20.7	31.4	29.3	398,547	74,857	37,734	32,041	15,512	114,452	21,229	
Klamath	58.4	.0233	32.6	9.4	17.6	20.8	25.0	22.5	355,484	82,577	30,801	56,741	20,071	72,901	13,417	
Lake	7.5	.0030	34.2	7.9	16.3	22.0	26.7	3.0	42,151	12,744	4,119	898	706	11,065	2,575	
Lincoln	38.0	.0152	38.0	7.8	17.1	18.4	35.5	16.4	309,266	82,614	50,312	32,510	6,226	42,701	12,717	
Linn	90.5	.0362	32.8	9.0	18.0	20.7	25.3	34.6	511,019	108,123	53,417	79,886	16,633	103,649	24,742	
Malheur	26.8	.0107	32.9	8.9	15.1	19.1	27.7	9.6	188,329	41,486	18,979	21,894	5,472	40,275	4,957	
Morrow	7.9	.0032	32.1	8.8	17.3	21.8	23.1	2.8	17,537	6,078	1,267	15	248	1,555	778	
Sherman	1.8	.0008	34.3	7.2	16.8	17.7	31.2	.7	9,031	299	2,866	114	42	115	5	
Tillamook	21.4	.0085	36.9	7.4	16.6	18.7	33.9	8.8	98,539	32,780	13,575	3,096	2,284	18,188	3,656	
Umatilla	59.5	.0238	32.7	9.4	17.8	19.9	26.0	21.5	356,112	95,498	37,349	19,258	15,846	92,744	18,462	
Union	23.4	.0094	32.4	10.4	17.4	20.2	25.2	8.5	115,312	26,155	16,649	8,680	4,716	22,613	10,386	
Wallowa	7.1	.0029	36.5	7.1	16.0	20.7	31.6	3.0	33,462	12,481	2,531	276	230	9,999	983	
Wasco	20.6	.0082	34.6	7.5	17.1	19.9	29.5	8.2	174,623	31,752	16,487	22,073	3,542	55,390	10,000	
Wheeler	1.3	.0006	39.8	5.9	12.7	20.4	36.4	.7	3,785	370	329	165	65	1,713	7	
TOTAL METRO COUNTIES	1,883.9	.7540	32.7	10.2	20.1	20.6	24.8	743.8	14,807,532	2,567,190	1,534,688	2,359,942	785,682	3,486,753	325,629	
TOTAL STATE	2,786.5	1.1154	32.9	10.0	19.1	20.6	25.5	1,090.1	20,225,882	3,879,522	2,141,884	2,870,152	980,586	4,652,671	582,193	



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*All Pub. Statement 3-11-89
**Urban & Assoc. Study, 1987

METRO & COUNTY TOTALS

ORE. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
EUGENE-SPRINGFIELD	2,992,329	21,649	25.0	29.9	14.6	9.3	.1028
Lane	2,992,329	21,649	25.0	29.9	14.6	9.3	.1028
• Eugene	1,307,102	19,755	26.0	25.3	13.3	10.9	.0515
• Springfield	391,154	19,948	26.7	32.6	12.6	4.8	.0146
SUBURBAN TOTAL	1,294,071	24,126	23.3	33.7	16.6	9.4	.0367
MEDFORD	1,525,184	20,717	27.4	30.3	13.3	8.2	.0577
Jackson	1,525,184	20,717	27.4	30.3	13.3	8.2	.0577
• Medford	516,644	20,771	26.8	29.3	13.6	9.1	.0243
SUBURBAN TOTAL	1,008,540	20,490	27.7	30.7	13.2	7.6	.0334
PORTLAND	16,734,892	28,192	28.3	27.2	19.2	18.8	.5303
Clackamas	3,598,332	30,111	18.9	29.1	21.4	18.8	.1084
Multnomah	7,952,609	25,084	22.4	26.3	17.3	16.3	.2483
• Portland	6,308,366	23,238	23.6	25.9	15.5	15.1	.1894
Washington	4,531,503	33,780	16.3	26.4	22.1	25.7	.1428
Yamhill	652,408	23,911	23.2	30.5	17.0	11.3	.0208
SUBURBAN TOTAL	10,426,486	31,639	17.8	28.2	22.0	21.5	.3309
PORTLAND-VANCOUVER CONSOLIDATED AREA	19,579,412	28,236	20.1	27.4	19.3	18.6	.4024
SALEM	2,747,420	20,750	27.2	29.9	14.0	7.9	.0930
Marion	2,252,995	20,549	27.8	29.6	13.6	8.0	.0791
• Salem	1,017,650	19,336	28.6	28.0	12.1	8.3	.0418
Polk	494,425	21,540	25.0	30.3	16.0	7.4	.0139
SUBURBAN TOTAL	1,729,770	21,623	26.4	31.0	15.1	7.7	.0312
OTHER COUNTIES							
Baker	130,555	16,912	29.8	26.2	10.9	4.6	.0043
Benton	844,050	25,374	23.1	24.8	17.0	18.0	.0240
• Corvallis	501,580	21,773	25.9	23.5	15.0	14.9	.0165
Clatsop	350,109	19,923	27.3	27.1	13.5	9.2	.0122

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Columbia	385,542	23,754	22.6	32.0	17.5	8.4	.0112
Coos	594,285	19,977	27.9	30.6	13.6	5.7	.0211
Crook	127,854	18,074	32.0	28.9	10.8	4.1	.0039
Curry	186,834	17,815	30.4	27.0	10.7	6.3	.0064
Deschutes	742,788	21,432	27.3	31.0	14.4	7.9	.0278
Douglas	904,950	20,900	26.0	33.6	13.3	5.6	.0317
Gilliam	25,419	24,588	26.0	28.1	19.4	12.9	.0007
Grant	79,368	19,383	29.3	31.2	11.9	5.4	.0026
Harney	71,233	20,435	28.6	33.1	13.0	5.1	.0024
Head River	165,433	19,787	28.6	28.4	13.3	7.8	.0057
Jefferson	131,839	22,553	27.2	32.4	15.0	9.0	.0040
Josephine	647,442	16,964	30.8	26.7	10.1	4.9	.0228
Klamath	551,676	19,568	26.9	29.6	13.2	6.1	.0192
Lake	72,793	20,269	28.0	31.2	14.2	5.2	.0025
Lincoln	472,561	21,679	26.3	27.1	14.7	11.6	.0156
Linn	901,584	21,338	25.9	30.9	14.6	7.6	.0298
Malheur	243,285	19,386	28.6	28.4	12.3	7.8	.0092
Morrow	92,837	27,043	23.2	27.3	20.7	15.6	.0024
Sherman	20,965	23,800	24.5	28.2	17.6	13.1	.0005
Tillamook	206,433	17,737	31.4	26.6	11.4	5.6	.0065
Umatilla	619,298	22,701	26.3	30.7	15.9	10.1	.0206
Union	223,133	20,250	25.8	29.0	15.0	7.7	.0072
Walla Walla	64,392	16,692	31.8	27.4	7.4	6.1	.0021
Wasco	216,584	21,807	24.3	32.2	12.6	8.4	.0080
Wheeler	10,617	9,792	29.1	14.3	4.1	1.0	.0004
TOTAL METRO COUNTIES	23,999,785	25,339	22.5	28.1	17.4	15.1	.7738
TOTAL STATE	33,083,064	23,634	23.9	28.7	16.2	12.8	1.0786

Pennsylvania

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ALLENTOWN-BETHLEHEM-EASTON	684.0	.2736	38.9	9.7	16.2	20.8	30.5	265.7
Carbon	56.3	.0225	38.5	8.1	14.5	19.3	35.3	22.3
Lehigh	299.0	.1160	38.0	9.8	16.7	21.1	30.4	115.8
• Allentown	106.2	.0425	36.7	11.5	16.2	18.0	34.2	45.6
Northampton	247.0	.0988	35.7	10.4	15.9	20.4	30.6	94.0
• Bethlehem	73.9	.0296	36.2	13.7	15.1	17.7	33.7	29.4
• Easton	27.8	.0111	33.5	14.2	15.6	16.0	31.6	10.8
Warren, Pa. J.	90.7	.0363	34.7	8.6	16.8	21.7	27.9	33.6
SUBURBAN TOTAL	476.1	.1904	35.9	8.4	16.5	22.2	29.1	179.9
ALTOONA	133.8	.0532	38.7	9.2	15.3	19.4	31.5	50.8
Blair	133.0	.0532	35.7	9.2	15.3	19.4	31.5	30.8
• Altoona	53.0	.0212	37.0	9.7	14.3	17.9	34.7	20.8
SUBURBAN TOTAL	80.0	.0320	34.9	8.8	15.8	20.4	29.5	30.0
BEAVER COUNTY	191.4	.0766	35.8	9.6	15.3	20.8	30.4	71.6
Beaver	191.4	.0766	35.8	9.6	15.3	20.8	30.4	71.6
SUBURBAN TOTAL	191.4	.0766	35.8	9.6	15.3	20.8	30.4	71.6

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
5,140,458	1,069,183	442,938	568,015	237,812	1,201,807	168,209
263,903	70,274	20,806	8,811	9,569	77,592	12,241
2,776,953	458,872	247,310	402,575	148,517	584,738	83,891
1,054,687	216,413	109,910	105,514	43,938	252,970	39,219
1,395,652	372,703	131,608	113,167	44,665	363,398	47,678
452,672	126,668	51,023	29,597	23,376	85,548	16,929
259,054	82,707	24,098	6,563	21,910	49,929	9,124
703,950	167,334	43,214	43,462	25,061	176,079	24,399
3,374,045	643,393	257,907	426,341	138,588	813,360	100,937
971,230	231,974	81,932	151,549	57,045	231,238	34,050
971,230	231,974	81,932	151,549	57,045	231,238	34,050
512,693	116,571	44,075	85,192	32,498	125,325	16,962
458,537	105,403	37,857	66,357	24,547	105,913	17,088
881,204	228,481	69,708	157,336	32,983	175,142	26,229
881,204	228,481	69,708	157,336	32,983	175,142	26,229
881,204	228,481	69,708	157,336	32,983	175,142	26,229

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PA. (cont.)

POPULATION—12/31/89



SAMM ESTIMATES

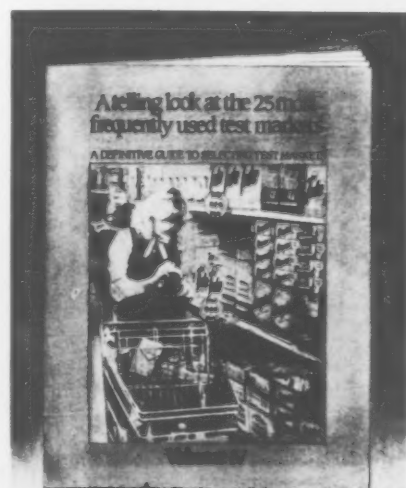
METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				House- hold (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
BERK	280.5	.1122	32.5	11.6	16.3	19.0	26.8	103.8	1,743,543	417,617	188,296	231,142	79,706	377,442	79,202
Erie	280.5	.1122	32.5	11.6	16.3	19.0	26.8	103.8	1,743,543	417,617	188,296	231,142	79,706	377,442	79,202
• Erie	114.8	.0459	32.8	12.2	18.4	16.0	30.5	45.2	692,600	202,494	82,703	57,528	27,526	136,235	32,831
Millcreek Township	46.1	.0185	34.5	9.8	16.5	22.0	27.1	17.4	548,706	64,525	52,101	126,360	42,857	117,211	28,655
SUBURBAN TOTAL	165.7	.0663	32.2	11.1	16.4	21.1	24.2	58.6	1,050,943	215,123	105,593	163,614	52,180	241,207	46,371
HARRISBURG-LEBANON-CARLISLE	594.0	.2377	34.4	10.2	17.0	21.1	27.9	231.2	5,041,066	858,114	390,784	613,981	231,790	1,338,877	182,051
Cumberland	195.9	.0784	34.2	11.8	16.7	23.2	26.4	74.8	1,948,548	331,931	164,930	257,826	89,832	372,943	46,082
• Carlisle	20.8	.0083	33.6	17.4	16.0	17.9	29.9	8.5	397,969	76,719	32,705	51,006	15,789	60,344	11,770
Dauphin	240.8	.0964	34.7	9.6	17.6	20.3	29.2	98.0	1,965,036	333,789	153,574	240,339	92,468	582,714	61,930
• Harrisburg	51.8	.0207	33.9	9.4	17.3	16.7	31.4	22.9	568,346	104,827	34,277	65,880	20,219	188,276	19,266
Lebanon	114.7	.0459	34.8	9.2	16.4	21.0	28.6	42.6	938,140	145,241	62,920	109,208	42,432	325,819	20,052
• Lebanon	26.9	.0108	36.2	9.8	15.3	18.2	33.3	11.4	349,131	77,359	26,874	17,533	15,105	122,453	11,752
Perry	42.6	.0170	32.7	8.7	18.2	21.1	24.8	15.8	189,342	47,153	9,357	6,528	7,058	57,407	4,007
SUBURBAN TOTAL	494.5	.1979	34.4	10.0	17.1	21.9	27.1	188.4	3,725,617	599,209	296,926	479,482	180,677	967,804	89,263
JOHNSTOWN	253.0	.1012	35.0	10.0	15.5	18.3	31.6	93.3	1,233,666	308,929	101,330	134,388	46,805	266,481	60,926
Cambria	170.5	.0682	34.9	10.6	15.2	17.8	32.1	62.4	868,568	217,779	68,239	104,025	33,236	162,247	48,121
• Johnstown	30.8	.0123	39.0	9.8	14.2	16.2	38.3	13.0	221,845	66,160	19,612	16,284	11,308	41,674	10,238
Somerset	82.5	.0330	35.0	9.0	15.7	19.4	30.6	30.9	365,097	86,150	33,091	20,363	13,569	104,204	12,803
SUBURBAN TOTAL	222.2	.0889	34.5	10.1	15.5	18.6	30.7	80.3	1,011,820	237,769	81,718	108,104	35,497	224,777	50,686
LANCASTER	415.7	.1663	33.2	10.7	16.8	20.7	26.2	153.3	3,337,217	690,393	313,595	306,290	174,967	799,604	98,538
Lancaster	415.7	.1663	33.2	10.7	16.8	20.7	26.2	153.3	3,337,217	690,393	313,595	306,290	174,967	799,604	98,538
• Lancaster	59.6	.0239	31.9	13.7	17.2	16.5	28.1	24.2	672,714	59,750	50,872	152,411	39,955	122,849	24,264
SUBURBAN TOTAL	356.1	.1424	33.4	10.2	16.8	21.4	25.9	129.1	2,664,503	630,643	262,723	153,879	135,012	676,735	74,274
PHILADELPHIA	4,994.9	1.9751	34.2	10.3	16.7	20.8	27.9	1,848.1	35,816,878	7,235,880	3,308,247	2,934,862	1,090,482	8,015,528	1,224,469
Bucks	548.8	.2196	32.7	9.7	17.7	23.1	22.8	195.4	5,101,309	974,718	396,909	528,118	235,201	1,539,929	172,034
Bensalem Township	59.9	.0240	30.3	10.2	24.0	20.1	18.8	23.5	725,746	149,137	60,255	153,741	33,706	146,781	13,544
Bristol Township	60.7	.0243	30.8	11.3	17.9	19.9	22.6	20.3	229,329	56,283	23,803	3,205	13,928	46,097	16,594

RETAIL SALES BY STORE GROUP—1989



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METRO & COUNTY TOTALS

PA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA		Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish- ing (\$000)	Auto- mobile (\$000)	Drug (\$000)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over									
	Chester	363.9	.1456	33.3	10.0	17.3	23.4	23.7	131.4	2,655,176	557,162	232,848	135,292	130,255	837,384	77,043	
	Delaware	560.9	.2245	35.6	10.7	15.7	19.5	31.2	209.6	4,281,305	934,690	371,869	423,883	207,952	846,277	163,000	
	Chester	42.9	.0172	32.3	11.8	15.2	16.3	29.6	16.1	131,946	32,282	12,982	1,652	2,204	39,807	5,628	
	Haverford Township	51.8	.0207	37.0	10.2	15.1	19.5	33.2	18.4	208,012	41,202	22,340	17,281	12,523	39,964	6,942	
	Upper Darby Township	86.1	.0345	36.9	9.9	17.1	17.5	34.9	35.7	474,492	170,736	35,726	5,438	20,218	66,068	39,572	
	Montgomery	692.1	.2770	36.3	9.4	16.1	21.9	30.1	259.3	7,544,275	1,300,701	578,163	1,036,772	434,709	1,711,894	217,146	
	Abington Township	59.3	.0237	39.4	8.7	14.2	20.4	35.7	22.2	659,999	125,196	35,213	130,998	28,984	175,689	19,984	
	Lower Merion Township	60.8	.0243	40.4	9.7	12.8	21.8	36.7	23.8	964,521	146,035	61,206	67,142	46,347	280,495	24,370	
	• Norristown	33.8	.0135	33.6	11.1	18.4	18.8	28.6	13.1	245,455	71,757	16,159	12,174	9,301	77,507	12,720	
	Philadelphia	1,637.7	.6555	34.9	10.8	16.0	18.9	31.0	642.4	7,661,252	1,762,670	1,020,433	741,640	402,422	976,043	393,245	
	• Philadelphia	1,637.7	.6555	34.9	10.8	16.0	18.9	31.0	642.4	7,661,252	1,762,670	1,020,433	741,640	402,422	976,043	393,245	
	Burlington, N. J.	408.7	.1636	32.2	10.9	17.7	23.1	21.8	139.9	3,371,846	631,240	286,037	405,707	145,660	1,064,768	84,000	
	Camden, N. J.	502.6	.2012	33.5	9.5	16.9	20.9	26.5	185.3	3,401,412	712,521	292,994	390,333	259,657	536,372	126,756	
	• Camden	82.8	.0331	28.6	10.4	14.7	17.0	23.6	29.3	162,507	36,970	22,837	5,883	3,284	7,521	13,603	
	Cherry Hill Township	74.3	.0297	37.0	7.8	13.0	27.4	26.5	25.4	1,136,564	163,640	86,080	181,938	100,383	257,185	22,359	
	Gloucester Township	52.5	.0210	30.7	9.8	21.9	21.7	18.9	18.7	164,323	93,039	9,083	6,403	4,184	3,981	2,229	
	Gloucester, N. J.	220.2	.0881	32.0	10.4	17.6	21.4	23.4	76.8	1,800,303	362,098	123,914	272,307	74,776	482,861	41,242	
	SUBURBAN TOTAL	3,180.6	1.2730	34.1	10.0	16.9	22.0	26.4	1,153.3	27,747,664	5,364,403	2,243,818	3,174,355	1,475,625	6,954,457	804,901	
PHILADELPHIA-WILMINGTON-TRENTON																	
CONSOLIDATED AREA		5,988.2	2.3968	34.1	10.4	16.5	21.0	27.6	2,221.4	44,026,346	8,850,557	4,020,046	4,964,731	2,337,559	9,892,572	1,504,694	
PITTSBURGH		2,105.4	.8427	36.4	9.8	16.0	19.9	32.2	833.3	13,090,029	2,856,980	1,341,880	1,699,337	688,021	2,852,419	504,692	
	Allegheny	1,357.1	.5431	36.6	10.2	16.2	19.6	32.7	549.3	8,928,356	1,881,205	986,664	1,213,953	501,979	1,852,428	358,009	
	• McKeesport	26.5	.0106	39.5	9.3	14.6	16.1	38.8	11.5	134,513	45,487	12,294	10,909	5,851	23,484	7,839	
	Penn Hills Township	54.0	.0216	34.9	9.5	16.8	21.4	28.5	19.9	201,663	81,820	20,934	16,025	7,169	23,025	11,582	
	• Pittsburgh	378.4	.1515	36.1	12.9	16.6	16.6	34.6	160.2	2,581,463	583,889	370,592	267,599	128,139	472,544	108,251	
	Fayette	153.7	.0616	35.9	8.7	15.1	18.6	32.6	57.2	896,073	266,416	69,433	112,991	30,598	157,546	34,216	
	Washington	213.1	.0853	36.2	9.8	15.3	20.2	31.5	81.2	1,150,647	246,808	96,192	105,850	51,511	331,832	32,871	
	Westmoreland	381.5	.1527	35.9	8.9	15.9	21.1	30.4	145.6	2,114,953	462,551	189,591	266,543	103,933	510,613	79,596	
	Hempfield Township	43.1	.0173	33.7	8.5	18.3	22.4	25.2	15.7	281,708	2,122	12,319	107,377	11,283	97,793	6,131	
	SUBURBAN TOTAL	1,700.5	.6806	36.4	9.2	15.9	20.6	31.4	661.6	10,374,053	2,227,604	958,994	1,426,829	554,031	2,356,391	388,602	

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PA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mktg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
PITTSBURGH-BEAVAR VALLEY																
CONSOLIDATED AREA	2,296.8	.9193	36.4	9.8	16.8	19.8	32.0	904.9	13,971,333	3,085,461	1,411,588	1,854,673	721,804	3,827,541	540,921	
READING	333.3	.1334	36.6	9.6	15.7	20.7	31.6	130.9	2,508,672	480,825	232,724	277,078	145,488	546,975	65,549	
Berks	333.3	.1334	36.6	9.6	15.7	20.7	31.6	130.9	2,508,672	480,825	232,724	277,078	145,488	546,975	65,549	
* Reading	77.1	.0309	37.1	10.6	14.6	16.9	35.6	33.4	531,214	111,638	58,115	4,522	23,763	142,686	16,422	
SUBURBAN TOTAL	256.2	.1025	36.4	9.2	16.1	21.8	30.4	97.5	1,977,458	369,187	174,609	272,556	121,725	404,289	49,127	
SCRANTON-WILKES-BARRE	740.3	.2945	37.5	9.5	14.8	19.5	34.1	286.1	5,275,087	1,131,050	456,891	695,238	217,982	1,040,772	209,419	
Columbia	62.8	.0251	34.3	13.9	14.7	19.3	29.7	23.2	405,938	88,287	32,607	45,320	13,777	85,733	13,433	
Lackawanna	222.4	.0891	38.3	9.5	14.3	18.8	35.7	85.8	1,630,803	355,407	143,561	242,933	58,693	314,354	78,231	
* Scranton	81.4	.0326	39.7	10.5	13.9	16.4	38.9	33.2	738,637	142,761	51,699	151,050	24,301	145,444	33,436	
Luzerne	332.8	.1333	38.8	8.7	14.5	19.3	35.9	130.1	2,210,823	469,534	194,758	304,977	108,113	453,073	86,123	
* Hazleton	25.4	.0102	42.4	8.6	12.7	18.3	41.2	10.7	246,096	61,677	18,752	58,345	12,726	39,012	10,461	
* Wilkes-Barre	47.6	.0191	39.8	11.1	13.8	16.9	38.6	19.9	560,507	92,772	48,373	125,654	40,854	53,400	19,851	
Monroe	92.5	.0370	35.4	9.9	16.5	21.0	29.6	36.4	893,898	184,191	75,073	93,089	34,777	175,973	26,632	
Wyoming	29.8	.0120	32.4	8.4	17.4	20.2	25.2	10.6	133,635	33,631	10,892	8,919	2,622	31,639	4,960	
SUBURBAN TOTAL	585.9	.2346	36.9	9.3	15.1	20.1	32.7	222.3	3,729,847	833,840	338,067	360,189	140,101	822,916	145,671	
SHARON	124.1	.0497	35.4	10.9	14.7	19.6	31.0	46.1	647,077	132,429	63,429	82,411	35,031	162,129	26,231	
Mercer	124.1	.0497	35.4	10.9	14.7	19.6	31.0	46.1	647,077	132,429	63,429	82,411	35,031	162,129	26,231	
* Sharon	15.7	.0063	37.0	9.9	15.0	17.4	35.1	6.3	162,171	15,117	10,172	44,352	13,400	37,709	3,185	
SUBURBAN TOTAL	108.4	.0434	35.2	11.0	14.7	19.8	30.4	39.8	484,906	117,312	53,257	38,059	21,631	124,420	23,046	
STATE COLLEGE	118.0	.0473	27.2	26.6	17.1	17.6	19.0	40.3	798,301	155,718	95,302	89,516	35,320	157,752	24,805	
Centre	118.0	.0473	27.2	26.6	17.1	17.6	19.0	40.3	798,301	155,718	95,302	89,516	35,320	157,752	24,805	
* State College	34.1	.0136	23.0	59.4	14.5	7.8	10.7	9.8	423,465	83,208	54,547	77,770	18,366	79,303	10,394	
SUBURBAN TOTAL	83.9	.0337	31.7	13.2	18.5	21.6	22.2	30.5	374,836	72,510	40,755	11,746	16,954	78,449	14,411	
WILLIAMSPORT	119.8	.0479	34.5	10.1	15.9	19.9	29.3	45.0	884,837	198,616	63,955	95,340	40,018	219,974	27,534	
Lycum	119.8	.0479	34.5	10.1	15.9	19.9	29.3	45.0	884,837	198,616	63,955	95,340	40,018	219,974	27,534	
* Williamsport	32.2	.0129	33.4	13.7	15.3	16.7	30.9	12.9	352,738	91,900	20,478	27,819	20,945	73,289	9,596	
SUBURBAN TOTAL	87.6	.0350	34.9	8.8	16.2	21.1	28.7	32.1	532,119	106,716	43,477	67,521	19,073	146,685	17,938	

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Sources: S&MM 1990 Survey of Buying Power, The Scarborough Report Philadelphia Market, 1988

METRO & COUNTY TOTALS

PA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
YORK	413.7	.1655	34.0	9.7	17.2	21.6	26.7	157.8	1,170,100	636,889	278,372	295,935	138,728	717,279	83,470	
Adams	73.7	.0295	32.9	11.4	16.3	20.5	26.1	26.7	319,420	89,710	52,507	13,683	13,264	78,518	7,961	
York	340.0	.1360	34.2	9.3	17.4	21.9	26.8	131.1	2,850,680	547,179	225,865	282,232	125,464	638,761	75,509	
* York	45.2	.0181	33.7	11.2	17.0	16.6	31.2	19.5	323,653	43,103	37,496	15,824	16,728	84,574	12,968	
SUBURBAN TOTAL	368.5	.1474	34.0	9.5	17.2	22.3	26.1	138.3	2,846,447	593,786	240,876	280,111	122,000	632,705	70,502	
OTHER COUNTIES																
Armstrong	79.2	.0317	36.1	9.2	14.9	19.3	32.3	30.1	313,339	73,022	25,889	27,125	10,343	84,850	14,972	
Bedford	48.8	.0196	35.0	8.7	14.8	21.1	28.9	18.0	329,595	51,486	41,557	11,647	10,268	70,502	10,826	
Bradford	66.3	.0266	33.5	8.8	15.4	20.8	26.9	24.6	391,675	80,262	23,752	30,084	9,775	124,885	18,449	
Butler	156.0	.0625	32.7	11.2	16.8	20.5	25.7	56.1	903,382	201,423	81,536	129,818	49,732	201,873	23,717	
Cameron	6.5	.0026	36.9	8.1	14.9	19.9	32.7	2.8	28,413	9,033	2,180	980	689	5,525	1,138	
Clarion	43.4	.0174	31.4	16.7	14.1	19.0	25.9	14.9	194,110	50,531	21,699	14,859	5,381	39,714	8,933	
Clearfield	82.7	.0331	34.5	9.0	15.2	19.5	29.7	30.7	526,107	132,147	34,321	43,150	16,823	142,305	13,792	
Clinton	39.5	.0158	34.1	12.9	14.4	19.6	29.1	14.4	277,424	54,196	14,898	20,392	8,306	98,266	9,171	
Crawford	87.2	.0349	34.0	9.9	15.5	19.7	28.8	32.4	435,675	89,480	46,906	51,190	16,108	98,246	15,381	
Elk	38.3	.0154	34.5	9.0	14.6	20.0	29.2	14.0	147,675	44,798	10,162	12,435	6,318	25,647	8,459	
Forest	4.8	.0019	38.2	7.5	14.0	20.2	34.5	1.9	13,976	4,517	1,672	605	143	2,546	12	
Franklin	122.4	.0490	34.5	9.1	16.2	21.6	27.7	46.3	732,647	154,549	68,603	83,571	31,517	173,888	25,803	
Fulton	14.6	.0058	33.8	8.7	15.4	21.9	26.3	5.6	61,218	11,973	4,460	1,652	1,565	16,188	4,147	
Greene	41.1	.0165	33.7	9.6	16.1	17.9	30.1	15.3	157,302	48,987	9,322	11,621	3,863	42,020	7,715	
Huntingdon	43.7	.0175	33.8	10.8	16.4	20.5	27.5	15.5	179,137	56,721	16,285	12,108	3,519	32,124	6,250	
Indiana	94.1	.0376	31.0	16.2	15.7	17.8	25.9	32.8	522,450	123,218	46,655	76,315	17,904	134,028	20,028	
Jefferson	49.5	.0198	35.3	9.2	14.9	19.4	31.0	19.0	224,187	54,291	12,984	14,139	9,461	57,078	9,194	
Junata	21.0	.0084	34.6	8.8	15.7	21.2	28.2	7.8	81,814	24,148	5,207	1,862	2,402	28,757	2,892	
Lawrence	101.0	.0405	36.0	10.2	15.1	19.3	31.9	37.8	501,211	115,398	44,447	50,211	15,294	114,259	18,985	
McKean	47.2	.0189	36.1	8.9	14.0	19.1	32.3	18.1	218,907	56,095	20,682	14,944	6,591	65,293	11,303	
Mifflin	48.0	.0192	35.6	8.2	15.1	21.0	29.8	18.4	286,000	70,077	22,914	26,694	10,081	63,063	9,070	
Monroe	17.1	.0069	36.7	9.1	15.2	20.6	32.0	6.2	73,921	22,550	8,508	1,414	3,439	14,470	5,124	
Northumberland	100.8	.0404	38.1	8.0	14.5	19.7	34.7	40.7	537,626	147,106	36,244	42,721	29,431	135,970	23,022	
Pike	27.2	.0109	41.1	6.4	13.7	20.0	38.6	11.2	107,118	27,085	12,945	2,079	3,651	14,974	883	
Porter	18.7	.0075	34.3	8.3	14.5	19.8	29.2	7.0	80,913	24,844	4,059	208	2,493	25,469	3,081	
Schuylkill	157.3	.0630	39.6	7.8	14.0	18.8	37.2	62.6	817,713	201,246	62,283	117,295	34,778	147,003	44,812	
Snyder	36.9	.0147	32.7	12.0	16.9	20.9	25.1	13.0	312,986	48,458	26,285	70,531	11,887	67,220	8,504	
Sullivan	6.5	.0026	36.2	10.2	13.2	17.4	34.1	2.3	28,018	5,293	1,808	3,180	664	10,466	1,633	
Susquehanna	42.5	.0171	34.9	8.1	15.2	21.1	28.7	15.6	161,395	39,582	11,161	10,081	3,600	49,723	5,277	
Tioga	42.7	.0170	32.9	12.2	14.4	20.5	26.5	15.2	191,228	49,440	19,028	17,044	5,328	43,305	7,110	
Union	35.1	.0141	32.2	15.0	17.1	20.7	24.4	11.5	171,728	43,325	31,646	7,519	5,887	36,722	8,687	
Vanango	62.9	.0252	34.6	8.8	16.3	20.3	29.1	23.7	321,044	71,887	22,893	52,371	9,895	78,101	10,781	
Warren	46.5	.0186	35.8	8.3	15.2	20.9	30.3	17.4	656,459	49,852	19,482	21,793	5,940	71,535	8,342	
Wayne	41.6	.0166	36.5	7.8	14.7	19.5	32.4	15.8	340,432	78,214	22,319	16,239	14,862	63,431	10,566	
TOTAL METRO COUNTIES	10,218.9	4.0697	35.1	10.3	16.2	20.3	29.9	3,913.7	71,261,873	14,744,805	6,678,224	8,199,719	3,537,174	15,863,309	2,498,995	
TOTAL STATE	12,090.0	4.8390	35.1	10.2	16.0	20.2	29.9	4,612.4	81,588,698	17,060,039	7,513,016	9,197,597	3,905,112	18,242,755	2,877,054	

SPAN: Suburban Philadelphia Area Newspapers

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Chester (PA) Delaware County Times/Coatesville (PA) Record/Lansdale (PA) North Penn Reporter/Norristown (PA) Times Herald/Phoenixville (PA) Phoenix/Pottstown (PA) Mercury/Quakerstown (PA) Free Press/West Chester (PA) Daily Local News/Ardmore (PA) Main Line Times/Upper Merion (PA) News of Delaware County/Woodbury (NJ) Gloucester County Times.

TURN TO
LONDON
FOR RESULTS
(SEE PAGE B-26)

PA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
ALLENTOWN-BETHLEHEM-EASTON	9,504,012	28,386	19.7	29.0	19.7	17.9	.3888
Carbon	621,917	22,164	26.0	31.6	14.6	8.3	.0186
Lehigh	4,439,513	30,703	18.1	26.2	20.9	21.6	.1392
• Allentown	1,506,806	25,082	21.6	26.0	17.9	15.8	.0498
Northampton	3,068,824	26,162	21.0	29.8	19.1	13.3	.0906
• Bethlehem	940,594	24,277	21.9	26.1	17.8	13.8	.0281
• Easton	278,446	18,269	26.1	27.5	11.0	7.6	.0110
Warren, N. J.	1,373,758	32,231	17.3	26.5	20.6	24.5	.0804
SUBURBAN TOTAL	6,778,166	30,167	18.5	28.8	21.0	19.8	.1999
ALTOONA	1,439,667	22,081	25.7	30.2	15.7	8.7	.0496
Blair	1,439,667	22,081	25.7	30.2	15.7	8.7	.0496
• Altoona	559,998	20,484	24.3	28.3	14.4	8.3	.0217
SUBURBAN TOTAL	879,669	23,092	25.2	31.5	16.7	9.0	.0379
BEAVER COUNTY	2,166,866	25,603	20.0	32.0	18.8	10.6	.0636
Beaver	2,166,866	25,603	20.0	32.0	18.8	10.6	.0636
SUBURBAN TOTAL	2,166,866	25,603	20.0	32.0	18.8	10.6	.0636
ERIE	3,532,043	26,697	20.7	29.1	18.7	15.6	.1064
Erie	3,532,043	26,697	20.7	29.1	18.7	15.6	.1064
• Erie	1,375,526	23,410	23.0	27.9	16.8	12.0	.0422
Millcreek Township	700,246	31,887	17.9	30.3	21.0	22.5	.0239
SUBURBAN TOTAL	2,156,517	29,237	19.0	30.2	20.1	18.4	.0642
HARRISBURG-LEBANON-CARLISLE	8,352,135	28,332	19.7	29.6	19.4	18.1	.2624
Cumberland	2,857,583	31,153	17.5	29.3	20.9	21.9	.0947
• Carlisle	299,523	24,481	22.4	28.3	14.9	17.0	.0132
Dauphin	3,580,755	28,506	19.2	27.9	18.8	19.8	.1080
• Harrisburg	643,834	20,030	24.9	26.0	12.0	12.0	.0238

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Lebanon	1,335,740	25,050	23.0	32.7	18.2	10.9	.0458
• Lebanon	303,046	19,673	27.8	27.7	13.2	8.3	.0128
Perry	478,057	24,758	24.1	33.0	18.5	9.6	.0139
SUBURBAN TOTAL	7,105,732	30,006	18.4	30.3	20.8	19.3	.2128
JOHNSTOWN	2,334,393	19,151	27.7	36.2	11.9	5.9	.0773
Cambria	1,585,705	19,506	26.9	30.3	12.5	6.1	.0529
• Johnstown	262,249	14,817	28.9	25.6	7.9	3.4	.0103
Somerset	748,688	18,562	29.5	30.1	10.7	5.4	.0244
SUBURBAN TOTAL	2,072,144	19,915	27.5	31.0	12.6	6.2	.0670
LANCASTER	5,495,905	28,045	20.5	30.3	19.6	17.0	.1751
Lancaster	5,495,905	28,045	20.5	30.3	19.6	17.0	.1751
• Lancaster	656,425	20,430	28.3	29.1	13.7	8.3	.0265
SUBURBAN TOTAL	4,839,480	29,628	19.0	30.5	20.7	18.6	.1486
PHILADELPHIA	73,852,045	30,570	17.7	24.3	18.6	24.5	2.1421
Bucks	8,293,792	34,788	14.9	26.0	22.7	26.9	.2589
Bensalem Township	861,487	30,566	18.1	28.4	21.9	19.7	.0305
Bristol Township	783,073	32,715	15.6	29.4	27.0	21.3	.0208
Chester	6,253,582	36,862	14.5	23.6	19.9	33.1	.1706
Delaware	8,826,591	32,783	16.9	24.9	19.5	26.8	.2537
Chester	437,759	19,299	23.7	23.3	13.4	11.7	.0124
Haverford Township	893,596	38,980	13.9	21.8	21.4	35.4	.0214
Upper Darby Township	1,316,580	28,655	19.9	27.9	18.5	20.6	.0352
Montgomery	12,322,705	35,626	15.1	25.0	20.6	30.4	.3742
Abington Township	1,124,452	36,782	14.4	24.9	20.6	32.5	.0334
Lower Merion Township	1,580,249	46,286	12.5	18.6	14.3	46.6	.0457
• Norristown	417,549	24,004	24.8	28.3	16.8	13.7	.0133

THE MORNING CALL

30c



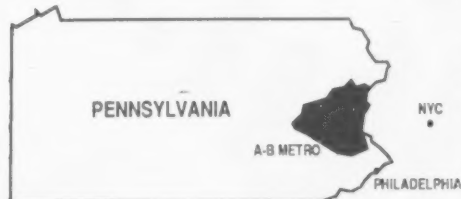
Oilers again win the Stanley Cup

4 PAGE C1

School budget calls for increased taxes

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THE MORNING CALL

Allentown, PA - Represented nationally by Newspapers First.

METRO & COUNTY TOTALS

PA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Philadelphia	20,478,949	22,859	21.8	23.7	15.1	16.2	.5760
• Philadelphia	20,478,949	22,859	21.8	23.7	15.1	16.2	.5760
Burlington, N. J.	6,941,755	38,701	13.8	22.7	21.1	34.8	.1970
Camden, N. J.	7,641,787	31,323	17.4	23.7	18.2	26.4	.2157
• Camden	703,347	16,356	26.6	22.3	11.1	7.9	.0202
Cherry Hill Township	1,537,132	50,622	9.5	16.0	17.7	50.7	.0491
Gloucester Township	811,243	35,633	14.3	25.6	22.6	28.6	.0194
Gloucester, N. J.	3,092,884	33,297	16.6	25.1	22.6	24.2	.0960
SUBURBAN TOTAL	52,252,200	35,297	15.2	24.6	20.7	29.7	1.5326
PHILADELPHIA-WILMINGTON-TRENTON							
CONSOLIDATED AREA	90,537,367	30,964	17.6	24.2	18.6	25.1	2.6232
PITTSBURGH	27,234,980	25,149	21.3	28.0	17.4	14.5	.8108
Allegheny	18,669,960	25,912	20.7	27.2	17.6	16.1	.5480
• McKeesport	307,775	19,990	24.0	23.5	14.3	10.3	.0091
Penn Hills Township	718,072	29,996	17.3	32.8	22.5	17.1	.0188
• Pittsburgh	4,516,038	19,357	24.3	24.9	12.9	10.8	.1440
Fayette	1,387,944	18,617	25.0	28.6	12.0	6.2	.0491
Washington	2,577,227	25,199	21.9	28.1	18.5	13.4	.0764
Westmoreland	4,599,849	25,309	21.8	30.6	18.0	12.4	.1373
Hempfield Township	547,804	28,816	18.8	33.6	21.6	14.4	.0167
SUBURBAN TOTAL	22,411,167	26,649	20.6	28.7	18.5	15.5	.6577
PITTSBURGH-BEAVER VALLEY							
CONSOLIDATED AREA	29,401,846	25,197	21.2	28.3	17.5	14.2	.8744
READING	4,471,784	26,952	20.7	28.5	19.4	15.5	.1383
Berks	4,471,784	26,952	20.7	28.5	19.4	15.5	.1383
• Reading	876,249	19,173	25.4	26.1	13.6	8.4	.0288
SUBURBAN TOTAL	3,595,515	29,703	19.0	29.4	21.4	18.0	.1095
SCRANTON-WILKES-BARRE							
Scranton	8,558,581	22,695	26.0	29.4	15.7	10.9	.2813
Columbia	660,230	21,853	27.1	31.4	14.6	8.9	.0221
Lackawanna	2,619,963	22,888	25.2	28.3	15.9	12.0	.0860
• Scranton	919,109	20,255	26.5	26.9	14.0	9.6	.0334
Luzerne	3,808,929	22,202	26.7	29.2	13.2	10.4	.1230
• Hazleton	306,288	20,757	28.3	27.5	14.6	9.7	.0110
• Wilkes-Barre	519,191	18,821	27.3	26.6	12.4	8.2	.0215
Monroe	1,141,758	24,086	25.2	30.4	17.3	11.5	.0404
Wyoming	327,701	24,187	23.9	32.5	16.5	11.1	.0098
SUBURBAN TOTAL	6,813,993	23,449	25.6	30.1	16.3	11.4	.2154
SHARON							
Sharon	1,438,492	24,927	22.0	30.6	17.6	11.9	.0430
Mercer	1,438,492	24,927	22.0	30.6	17.6	11.9	.0430
• Sharon	179,141	21,629	23.5	26.3	15.9	10.9	.0068
SUBURBAN TOTAL	1,259,351	25,372	21.8	31.5	17.8	12.0	.0362
STATE COLLEGE							
Centre	1,229,132	21,721	25.3	27.8	14.2	11.6	.0420
• State College	284,945	14,437	29.0	16.6	8.4	11.7	.0144
SUBURBAN TOTAL	944,187	23,885	24.2	31.4	16.0	11.5	.0276

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdL EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
WILLIAMSPORT	1,362,281	23,288	24.8	30.1	16.1	11.2	.0457
Lycoming	1,362,281	23,288	24.8	30.1	16.1	11.2	.0457
• Williamsport	355,098	19,376	27.5	27.0	12.1	9.4	.0141
SUBURBAN TOTAL	1,007,183	24,820	23.6	31.5	17.7	11.9	.0316
YORK							
York	5,427,798	27,773	20.0	30.5	20.4	15.0	.1709
Adams	899,127	26,673	21.2	32.4	18.7	13.9	.0252
York	4,528,671	28,042	19.8	30.0	20.8	15.2	.1457
• York	504,446	18,778	25.7	26.4	13.6	7.2	.0169
SUBURBAN TOTAL	4,923,352	29,059	19.1	31.1	21.3	16.1	.1540
OTHER COUNTIES							
Armstrong	862,050	22,700	23.8	30.1	16.4	9.3	.0249
Bedford	483,957	20,327	27.6	29.8	12.8	8.1	.0171
Bradford	715,907	22,845	24.2	30.8	15.4	10.3	.0230
Butler	1,714,740	24,731	22.1	32.5	17.8	10.4	.0543
Cameron	72,353	20,293	27.4	29.9	13.8	7.2	.0021
Clarion	414,415	20,959	25.8	28.2	15.6	8.0	.0131
Clearfield	826,074	20,657	27.0	29.9	14.6	7.0	.0283
Clinton	347,586	18,890	29.6	31.9	10.2	4.6	.0133
Crawford	957,672	22,468	25.6	29.8	15.9	9.9	.0291
Elk	447,504	25,123	22.3	31.8	18.0	11.9	.0125
Forest	48,001	19,415	29.8	30.3	11.4	6.7	.0014
Franklin	1,505,187	25,866	22.7	31.4	18.8	13.0	.0454
Fulton	149,077	20,945	25.4	31.7	14.0	6.8	.0045
Greene	424,221	21,483	24.1	28.3	15.9	8.9	.0126
Huntingdon	410,396	20,135	27.6	30.1	13.3	7.0	.0128
Indiana	926,607	21,451	25.5	30.0	14.9	8.2	.0307
Jefferson	587,073	23,615	23.6	29.7	16.1	12.0	.0168
Junata	217,048	21,088	28.1	30.4	14.6	7.3	.0064
Lawrence	1,171,347	24,386	21.7	29.2	17.8	11.9	.0346
McKean	522,781	22,277	25.0	30.0	14.9	10.2	.0156
Mifflin	459,783	19,248	26.6	29.2	12.9	6.1	.0159
Montour	221,298	26,496	21.7	30.8	17.7	16.8	.0061
Northumberland	942,080	17,721	30.5	28.7	10.8	4.3	.0319
Pike	344,700	22,884	26.0	29.3	14.6	12.8	.0094
Potter	195,832	21,877	25.0	29.7	15.4	8.9	.0058
Schuylkill	1,699,185	20,564	28.4	30.2	13.5	7.8	.0528
Snyder	392,192	23,241	25.7	33.7	15.6	8.8	.0142
Sullivan	61,626	19,922	30.0	30.1	11.8	7.9	.0020
Susquehanna	456,110	22,597	25.6	30.0	15.9	10.1	.0132
Tioga	408,724	20,447	26.6	29.9	13.8	7.4	.0129
Union	382,888	24,625	24.5	31.5	17.0	12.2	.0116
Venango	723,218	24,325	22.0	31.8	16.6	10.9	.0216
Warren	468,975	21,145	27.5	32.2	13.7	6.7	.0223
Wayne	406,610	18,798	31.1	28.0	12.2	6.4	.0154
TOTAL METRO COUNTIES	137,349,910	26,777	20.5	27.3	17.9	17.6	4.1482
TOTAL STATE	157,316,927	25,956	21.3	27.8	17.5	16.3	4.7818



Greater Philadelphia Newspapers - A Cut Above The Rest

- 942,000 Population
- \$14 Billion Effective Buying Income
- Nearly \$7 Million Retail Sales
- 328,000 Households
- Nearly \$43,000 per Household
- Over \$21,000 per Household

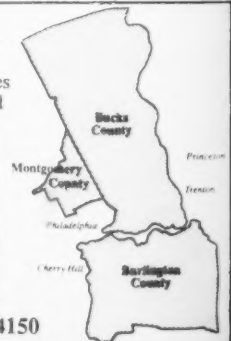
The Greater Philadelphia Newspaper Market

County (Metro)	Population	Households	County (Metro)	E.B.I. (000's)	Retail Sales (000's)
Bucks/Burlington (Phila.)	942,000	328,000	Bucks/Burlington (Phila.)	\$14,042,368	\$6,929,518
Larger Than:			Wealthier Than:		
Westchester (N.Y.)	867,000	323,000	DuPage (Chicago)	\$14,750,639	\$7,335,750
Marin/San Mateo (San Fran.)	857,000	342,000	Essex (Boston)	\$10,379,628	\$6,011,640

Greater Philadelphia Newspapers reach 46% Daily and 56% Sunday of this Dominate Market

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Source: Survey of Buying Power, 1989, Urban & Associates, 1989.



Rhode Island

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mktg. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
PROVIDENCE-PAWTUCKET-																
WOONSOCKET	917.4	.3672	34.9	11.2	16.1	19.3	30.6	339.6	6,650,886	1,361,174	703,796	781,700	292,340	1,278,379	268,340	
Bristol	48.9	.0196	36.0	10.7	14.6	21.0	30.5	16.7	237,091	60,875	26,594	2,741	5,871	59,126	12,338	
Kent	164.7	.0659	34.6	9.2	16.9	21.1	28.3	59.9	1,721,353	272,703	153,316	333,831	57,092	340,852	52,405	
Warwick	88.0	.0352	36.0	9.0	16.3	20.5	30.9	32.3	1,247,697	154,996	102,441	321,280	47,821	211,232	30,493	
Providence	594.9	.2381	35.8	11.3	15.7	18.5	32.4	224.8	3,780,126	798,945	415,258	404,212	194,007	721,460	174,669	
Cranston	75.4	.0302	39.1	9.4	15.4	19.1	36.4	28.1	506,455	115,788	52,401	21,710	42,161	98,613	30,508	
East Providence	51.7	.0207	37.3	9.8	15.2	19.0	34.2	19.4	393,804	67,995	34,966	22,089	18,953	135,119	17,672	
• Pawtucket	73.7	.0295	37.1	10.4	15.3	17.7	34.9	30.0	501,780	102,276	39,328	110,993	19,984	76,311	29,748	
• Providence	159.1	.0637	33.5	15.0	16.4	16.0	31.6	62.8	908,214	166,302	117,649	58,358	61,455	179,323	34,136	
• Woonsocket	45.2	.0181	34.8	9.8	15.5	17.1	32.7	17.5	281,857	66,296	18,602	36,128	11,919	74,225	12,091	
Washington	108.9	.0436	31.4	13.7	18.4	19.7	23.7	38.2	912,316	228,649	106,628	40,916	35,270	156,941	28,928	
SUBURBAN TOTAL	639.4	.2559	35.1	10.4	16.3	20.4	29.7	229.3	4,959,035	1,026,300	528,217	576,221	198,882	948,520	192,365	
OTHER COUNTIES																
Newport	86.9	.0348	32.6	11.8	18.8	20.3	25.2	31.1	731,883	122,595	118,896	38,689	28,172	186,185	20,020	
TOTAL METRO COUNTIES	917.4	.3672	34.9	11.2	16.1	19.3	30.6	339.6	6,650,886	1,361,174	703,796	781,700	292,340	1,278,379	268,340	
TOTAL STATE	1,004.3	.4020	34.7	11.2	16.5	19.3	30.1	370.7	7,382,769	1,483,769	822,692	820,389	320,412	1,464,564	288,340	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index	
			% of Hhds. by EBI Group:					
			A	B	C	D		

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METRO & COUNTY TOTALS

South Carolina

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
ANDERSON	146.0	.0584	33.8	9.4	16.5	22.3	25.7	55.9		950,591	225,536	78,612	117,249	46,337	197,072	40,286
Anderson	146.0	.0584	33.8	9.4	16.5	22.3	25.7	55.9		950,591	225,536	78,612	117,249	46,337	197,072	40,286
* Anderson	29.7	.0119	35.8	11.1	14.7	18.0	33.0	12.3		527,011	84,050	45,323	91,434	26,003	116,309	17,190
SUBURBAN TOTAL	116.3	.0465	33.4	8.9	17.0	23.5	23.9	43.6		423,580	141,486	33,289	25,815	20,334	80,763	23,096
CHARLESTON	514.2	.2058	29.0	14.4	19.4	20.1	18.2	178.3		3,302,561	692,267	363,569	373,741	179,535	762,996	100,554
Berkley	130.0	.0520	27.9	11.7	19.8	21.5	14.5	43.8		328,027	84,353	27,529	23,770	11,599	72,228	13,690
Charleston	301.1	.1206	29.2	16.9	19.3	18.7	20.1	106.4		2,622,793	522,568	301,252	317,164	154,658	618,874	77,754
* Charleston	70.5	.0282	31.8	16.4	17.5	16.7	27.6	27.8		1,078,015	238,784	157,981	152,505	59,402	188,604	26,030
North Charleston	68.2	.0273	24.7	27.6	21.7	14.9	12.1	21.2		603,577	81,423	55,291	107,325	29,405	168,354	7,473
Dorchester	83.1	.0332	29.9	9.8	19.1	23.2	17.1	28.1		351,741	85,346	34,788	32,807	13,278	71,894	13,110
SUBURBAN TOTAL	443.7	.1776	28.6	14.1	19.7	20.7	16.7	130.5		2,224,546	453,483	205,588	221,236	120,133	574,392	74,524
CHARLOTTE-GASTONIA-ROCK HILL	1,127.9	.4516	32.8	10.3	18.2	22.3	23.7	430.6		8,435,589	1,640,547	804,349	889,284	491,454	2,147,289	320,858
York	130.0	.0521	31.6	11.1	17.3	21.9	22.3	46.6		817,556	198,445	84,564	69,778	46,081	184,233	32,134
* Rock Hill	45.6	.0183	30.4	15.1	17.0	17.7	24.5	16.5		505,044	120,591	50,376	64,454	28,354	96,723	17,947
Cabarrus, N. C.	96.4	.0386	35.2	9.0	16.0	22.5	27.9	36.2		654,215	130,313	47,691	63,710	38,123	164,096	26,368
* Kannapolis	33.3	.0133	36.5	9.4	14.7	19.7	32.4	13.3		106,839	25,272	4,341	76	14,538	25,532	3,675
Gaston, N. C.	175.2	.0702	33.3	9.4	17.0	22.0	25.1	65.0		1,111,609	234,583	98,556	152,258	46,133	287,334	52,581
* Gastonia	58.4	.0234	34.6	9.0	16.3	20.4	28.9	22.6		766,626	131,790	68,377	138,009	29,467	200,268	31,507
Lincoln, N. C.	50.5	.0202	33.5	8.9	17.3	23.2	24.1	18.9		258,314	49,412	22,379	14,198	9,644	58,526	12,928
Mecklenburg, N. C.	483.8	.1936	32.1	11.0	19.8	22.5	21.8	192.6		4,650,250	800,643	472,661	473,942	310,246	1,225,331	153,616
* Charlotte	392.2	.1570	32.0	10.9	20.3	21.6	22.2	160.0		4,014,016	625,078	388,657	425,113	270,043	1,150,156	128,862
Rowan, N. C.	106.5	.0426	35.9	9.7	15.8	20.9	30.4	41.6		514,933	137,349	46,303	52,008	21,006	121,351	14,280
Union, N. C.	85.5	.0343	31.8	10.1	17.1	22.8	21.7	29.7		428,712	89,780	32,193	52,008	21,006	121,351	14,280
SUBURBAN TOTAL	598.4	.2396	33.3	9.7	16.9	23.4	23.8	218.2		3,043,064	737,816	292,598	351,652	149,052	674,610	138,867
COLUMBIA	461.2	.1846	30.2	13.9	20.1	20.8	19.6	169.3		3,279,425	637,113	339,100	415,384	187,986	752,231	107,942
Lexington	174.0	.0697	31.4	9.8	19.3	24.2	19.0	65.4		1,012,189	273,115	108,597	71,934	46,211	229,055	35,583
Richland	287.2	.1149	29.6	16.4	20.5	18.8	20.0	103.9		2,267,236	363,998	230,503	343,450	141,775	523,176	72,339
* Columbia	95.6	.0383	28.7	23.8	19.6	14.3	23.3	32.8		1,040,678	151,230	118,236	143,855	71,799	221,867	35,256
SUBURBAN TOTAL	365.6	.1463	30.6	11.3	20.3	22.5	18.6	136.5		2,238,747	485,883	220,864	271,529	116,187	530,364	72,686
FLORENCE	121.7	.0487	30.9	10.4	17.9	21.0	21.7	43.1		879,609	168,369	62,237	126,888	30,760	216,613	24,797
Florence	121.7	.0487	30.9	10.4	17.9	21.0	21.7	43.1		879,609	168,369	62,237	126,888	30,760	216,613	24,797
* Florence	33.3	.0133	31.8	10.1	18.3	19.0	25.1	12.6		576,582	108,192	50,296	99,763	20,458	131,061	17,785
SUBURBAN TOTAL	88.4	.0354	30.6	10.5	17.7	21.7	20.4	30.5		303,027	60,177	11,941	27,125	10,302	85,552	7,012
GREENVILLE-SPARTANBURG	629.0	.2518	32.7	11.5	17.4	22.0	23.9	240.0		4,414,110	940,188	405,346	500,886	237,809	942,867	176,009
Greenville	318.5	.1275	32.7	10.9	17.8	22.2	23.8	123.8		2,462,992	480,769	229,886	333,046	142,447	572,099	87,626
* Greenville	59.7	.0239	33.3	13.8	17.3	17.2	29.8	25.2		1,231,973	164,836	105,317	227,682	81,392	331,185	43,654
Pickens	92.1	.0369	30.3	17.5	16.6	20.7	21.5	32.8		384,480	93,819	48,512	39,396	18,649	64,800	20,582
Spartanburg	218.4	.0874	33.5	9.7	17.3	22.2	25.2	83.4		1,566,638	365,600	126,948	128,444	76,713	305,968	67,801
* Spartanburg	45.6	.0183	33.5	11.8	17.0	18.2	29.3	18.4		711,856	138,570	61,110	60,837	37,290	181,700	36,031
SUBURBAN TOTAL	523.7	.2096	32.5	11.2	17.4	22.9	22.8	196.4		2,470,281	636,782	238,919	212,367	119,127	429,982	98,324
OTHER COUNTIES																
Abbeville	23.3	.0093	33.3	10.7	15.8	19.6	27.7	8.7		46,992	19,766	4,274	5,042	1,132	3,321	3,569
Aiken	124.0	.0497	32.7	9.5	16.6	21.6	24.6	47.5		656,757	168,483	57,012	87,328	22,537	139,040	23,076
Allendale	11.2	.0045	31.1	8.9	16.6	17.5	26.1	3.8		28,448	11,544	1,196	175	872	5,512	1,246
Bamberg	17.8	.0071	30.2	13.1	15.0	17.6	25.2	6.0		52,578	16,472	4,777	3,788	1,820	6,975	4,256
Barnwell	21.8	.0087	31.0	9.2	16.5	18.9	24.5	7.9		91,437	38,223	6,637	8,737	2,520	10,456	6,086
Beaufort	86.6	.0347	27.9	18.0	18.5	15.8	21.1	31.6		673,510	140,751	110,129	49,144	41,301	127,410	14,798
Calhoun	13.0	.0052	31.9	9.8	16.1	19.2	25.8	4.6		20,667	5,432	318	278	1,790	5,962	1,700
Cherokee	43.8	.0175	32.8	9.0	16.7	21.5	24.9	15.7		236,542	51,351	24,595	25,840	9,886	51,708	10,278
Chester	31.7	.0127	33.3	9.1	15.5	20.0	27.3	11.2		103,949	33,624	12,102	8,752	4,184	12,194	8,189
Chesterfield	40.2	.0161	32.1	9.1	16.8	20.5	24.6	15.0		137,954	43,849	11,912	15,795	5,370	26,582	9,778
Clarendon	29.3	.0117	30.8	10.3	15.9	18.1	23.2	10.1		108,995	26,254	7,199	7,450	2,098	21,044	5,486
Colleton	36.2	.0145	32.2	9.1	16.0	19.9	25.6	12.9		163,250	51,169	14,333	10,317	6,186	21,593	8,264
Darlington	66.5	.0266	31.0	9.5	17.4	20.3	22.8	23.6		258,422	61,790	21,429	17,729	11,760	38,233	14,806
Dillon	32.4	.0130	29.4	9.9	15.9	18.1	23.0	10.7		130,028	34,873	12,567	14,415	4,875	13,720	6,489
Edgefield	18.5	.0074	31.6	9.5	16.9	19.6	24.7	6.3		94,485	21,865	2,678	4,604	4,359	40,309	3,806
Fairfield	21.4	.0086	31.6	9.8	15.9	18.1	26.4	7.1		69,200	27,693	3,935	2,964	1,154	9,258	4,645
Georgetown	50.5	.0202	30.2	9.7	16.9	19.0	23.0	17.8		267,609	56,752	38,311	19,509	11,507	64,674	9,893
Greenwood	61.8	.0247	33.6	10.0	16.3	21.2	26.6	23.6		411,158	74,490	32,560	42,158	27,461	78,375	16,331
Hampton	19.5	.0079	31.4	8.8	16.2	18.6	25.7	7.1		82,314	23,551	4,189	5,553	3,732	14,177	3,587
Horry	140.5	.0562	31.7	10.7	17.6	21.1	23.2	54.6		1,603,009	298,023	241,426	177,697	117,145	261,032	48,132
Jasper	16.1	.0064	30.3	9.5	15.4	19.2	23.5	5.6		64,228	12,517	7,254	1,453	655	6,130	1,062
Kershaw	45.1	.0181	32.4	9.2	16.8	21.3	24.3	17.1		273,109	65,026	20,748	26,528	7,838	87,008	9,751
Lancaster	57.9	.0232	32.4	9.4	17.0	21.9	23.7	20.9		241,460	71,385	20,678	19,819	13,356	47,717	10,055
Laurens	54.9															

S.C. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
ANDERSON	1,338,334	22,337	24.0	31.4	15.3	8.7	.0516
Anderson	1,538,334	22,337	24.0	31.4	15.3	8.7	.0516
• Anderson	312,149	18,020	27.0	25.6	11.0	8.6	.0163
SUBURBAN TOTAL	1,226,185	23,482	23.1	33.0	16.6	8.7	.0353
CHARLESTON	5,228,507	21,872	25.5	28.5	15.3	10.4	.1782
Berkeley	1,211,709	22,618	25.8	31.6	16.6	8.1	.0345
Charleston	3,177,037	20,834	26.2	26.7	14.1	11.0	.1181
• Charleston	790,966	18,726	25.3	23.6	11.3	12.3	.0365
North Charleston	676,153	18,086	32.0	27.6	11.1	5.6	.0263
Dorchester	839,741	24,726	22.3	30.5	17.8	11.7	.0256
SUBURBAN TOTAL	4,437,541	22,400	25.5	29.5	16.0	10.0	.1417
CHARLOTTE-GASTONIA-ROCK HILL	14,395,281	25,920	21.9	29.6	18.0	15.0	.4560
York	1,416,552	24,547	22.5	30.8	17.9	11.5	.0461
• Rock Hill	446,144	20,910	25.9	29.0	14.9	8.3	.0192
Cabarrus, N. C.	1,133,778	24,963	23.1	30.4	18.3	12.0	.0363
• Kannapolis	373,411	22,551	25.5	31.8	15.7	8.6	.0102
Gaston, N. C.	2,049,230	24,971	22.5	31.2	18.5	11.8	.0645
• Gastonia	702,928	22,967	24.2	27.6	15.7	12.9	.0287
Lincoln, N. C.	618,464	26,331	20.0	33.2	18.5	14.1	.0179
Mecklenburg, N. C.	7,000,480	27,656	20.8	27.4	18.2	19.3	.2261
• Charlotte	5,645,280	26,373	21.7	28.0	17.0	18.2	.1872
Rowan, N. C.	1,209,764	22,950	23.0	32.6	13.9	8.8	.0360
Union, N. C.	967,013	25,672	21.9	30.9	18.6	12.7	.0291
SUBURBAN TOTAL	7,227,318	26,342	21.1	31.1	19.4	13.8	.2107
COLUMBIA	5,771,482	25,610	22.7	27.8	17.8	15.9	.1819

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Lexington	2,190,695	27,611	21.1	29.0	20.0	16.3	.0649
Richland	3,580,987	24,366	23.8	27.0	16.4	15.6	.1170
• Columbia	1,096,045	19,334	27.3	23.3	12.3	13.0	.0425
SUBURBAN TOTAL	4,675,637	27,191	21.6	28.9	19.1	16.6	.1394
FLORENCE	1,065,161	18,633	27.0	27.5	11.8	7.3	.0413
Florence	1,065,161	18,633	27.0	27.5	11.8	7.3	.0413
• Florence	330,473	19,147	26.7	27.2	11.6	9.2	.0177
SUBURBAN TOTAL	734,688	18,433	27.1	27.7	11.9	6.5	.0236
GREENVILLE-SPARTANBURG	6,883,512	22,112	24.5	29.4	15.4	10.0	.3319
Greenville	3,575,177	22,303	24.5	29.2	15.6	10.3	.1227
• Greenville	672,442	17,528	27.6	24.0	10.4	9.7	.0366
Pickens	990,415	23,430	24.1	30.8	16.2	10.8	.0291
Spartanburg	2,317,920	21,356	24.9	29.0	14.9	9.2	.0801
• Spartanburg	485,723	18,110	26.3	23.8	11.9	9.7	.0234
SUBURBAN TOTAL	5,718,347	23,098	24.0	30.6	16.4	10.0	.1719
OTHER COUNTIES	210,385	19,441	25.6	30.3	12.5	5.7	.0039
Abbeville	1,484,611	24,765	21.2	28.2	17.6	14.3	.0440
• Allen	80,741	14,278	27.9	19.3	11.3	5.4	.0026
Allendale	146,739	17,000	29.2	23.9	10.9	8.0	.0046
Bamberg	200,890	18,587	26.3	24.7	13.9	8.1	.0064
Barnwell	1,219,443	24,606	23.2	28.3	14.8	17.1	.0372
Beaufort	92,936	15,398	28.4	25.2	8.8	4.2	.0029
Calhoun	397,833	20,484	25.6	31.1	13.6	6.5	.0137
Cherokee							

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METRO & COUNTY TOTALS

S.C. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Chester	263,964	18,575	27.6	27.8	13.7	5.1	.0083
Chesterfield	334,671	16,857	29.5	25.7	10.1	5.3	.0111
Clarendon	207,323	15,151	29.4	23.3	9.1	4.7	.0073
Colleton	285,396	16,556	28.1	26.2	9.8	5.7	.0102
Darlington	576,727	18,383	25.7	25.5	12.6	8.1	.0185
Dillon	235,546	15,933	28.6	25.4	8.9	5.8	.0085
Edgefield	140,249	16,275	26.3	25.0	10.8	5.7	.0051
Fairfield	174,386	19,513	23.7	28.1	13.1	7.8	.0057
Georgetown	374,011	16,062	26.4	26.9	8.6	4.9	.0143
Greenwood	601,878	19,529	27.0	27.8	13.7	7.5	.0214
Hampton	142,843	13,790	26.8	22.1	7.3	5.2	.0052
Henry	1,556,091	21,030	27.7	28.4	13.2	10.7	.0627
Jasper	118,676	15,437	26.7	23.0	10.3	5.4	.0043
Kershaw	456,131	20,806	23.8	28.5	14.3	9.0	.0153
Lancaster	592,994	23,454	23.4	31.4	17.2	9.4	.0178

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
Laurens	318,589	21,620	24.9	31.5	14.9	7.4	.0158
Lee	128,038	15,917	27.8	25.6	9.4	4.4	.0042
McCormick	55,277	20,415	24.1	25.7	16.0	9.1	.0017
Marian	253,735	15,294	30.7	24.1	8.9	4.5	.0091
Marlboro	236,489	16,599	27.3	28.3	8.9	4.7	.0076
Newberry	345,303	21,350	23.3	29.3	14.9	8.6	.0105
Oconee	571,568	20,232	26.1	30.6	13.2	6.8	.0183
Orangeburg	733,054	16,092	26.7	23.5	11.0	6.4	.0266
Saluda	148,202	19,385	24.0	28.6	13.6	6.3	.0045
Sumter	875,130	18,901	28.3	26.5	12.8	8.1	.0310
Union	266,157	19,660	27.0	32.5	12.1	4.4	.0084
Williamsburg	298,848	18,061	26.9	29.1	10.0	5.9	.0098
TOTAL METRO COUNTIES	23,388,359	22,858	24.2	28.8	16.0	11.5	.7750
TOTAL STATE	36,228,624	21,300	25.0	28.4	14.6	10.0	1.2115

South Dakota

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
RAPID CITY	81.2	.0325	29.6	13.6	18.9	19.4	20.3	31.7
Pennington	81.2	.0325	29.6	13.6	18.9	19.4	20.3	31.7
• Rapid City	58.2	.0233	30.4	14.2	18.4	19.4	22.1	22.6
SUBURBAN TOTAL	23.0	.0092	27.7	12.3	19.9	19.6	15.8	9.1
SIoux FALLS	127.8	.0512	31.4	12.0	18.6	19.1	24.2	51.0
Minnehaha	127.8	.0512	31.4	12.0	18.6	19.1	24.2	51.0
• Sioux Falls	102.6	.0411	31.6	13.2	18.7	18.5	25.1	42.1
SUBURBAN TOTAL	25.2	.0101	30.6	7.0	17.9	21.5	20.6	8.9
OTHER COUNTIES								
Aurora	3.3	.0013	38.6	6.8	11.8	17.9	36.5	1.1
Beadle	17.8	.0071	35.5	9.5	15.2	18.6	32.0	7.4
Bennett	3.4	.0014	30.2	8.5	14.9	18.1	24.8	1.0
Bon Homme	7.2	.0028	36.4	13.7	11.8	15.4	36.0	2.6
Brookings	25.1	.0101	27.3	25.0	15.5	14.9	23.1	8.9
Brown	37.0	.0148	32.0	13.0	16.0	18.2	27.0	14.5
Brule	5.1	.0020	34.9	7.3	14.3	18.4	31.5	2.0
Buffalo	1.8	.0008	22.6	10.5	12.7	17.9	15.9	.4
Butte	8.4	.0033	33.8	8.4	15.9	18.4	29.7	3.3
Campbell	2.0	.0008	41.3	6.1	11.4	21.1	37.5	.8
Charles Mix	9.7	.0039	34.4	7.6	12.7	18.6	30.7	3.3
Clark	4.7	.0019	40.1	6.5	12.7	17.9	38.1	1.9
Clay	13.3	.0053	24.7	31.6	15.4	13.6	19.8	4.8
Codington	22.7	.0091	32.9	10.7	15.5	17.9	28.9	8.8
Corson	4.9	.0020	27.1	10.9	13.2	18.8	20.8	1.5
Custer	7.1	.0028	33.8	8.0	17.6	21.1	26.8	2.7
Davison	17.5	.0070	33.5	11.8	15.0	16.8	31.0	6.7
Day	7.7	.0031	39.2	6.8	12.6	16.4	38.3	2.9
Deuel	4.8	.0019	38.0	7.4	12.3	18.6	35.4	1.8
Dewey	5.8	.0023	26.8	10.1	13.8	17.7	21.0	1.5
Douglas	4.2	.0017	37.0	8.2	11.5	18.0	34.6	1.4
Edmunds	4.9	.0020	39.0	6.1	11.6	18.4	36.6	1.7
Fall River	8.2	.0033	37.7	7.1	14.8	17.5	35.8	3.2
Faulk	2.9	.0011	39.3	6.1	12.2	19.4	36.2	1.2
Grant	8.8	.0035	34.6	7.3	14.3	17.8	31.6	3.2
Gregory	5.4	.0022	38.0	7.5	12.9	17.5	36.2	2.1
Haakon	2.9	.0012	30.7	9.2	15.8	16.9	26.3	1.0
Hamlin	5.2	.0020	40.3	6.3	11.6	16.0	39.8	1.9
Hand	4.5	.0018	38.3	6.8	12.9	19.0	35.2	1.8
Hanson	3.3	.0014	35.3	7.4	11.9	19.0	31.4	1.1
Harding	1.8	.0007	33.3	9.1	16.3	18.6	28.6	.6

Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ing/Appliances (\$000)	Auto- motive (\$000)	Drug (\$000)
796,824	139,742	69,262	114,700	30,399	217,193	18,216
796,824	139,742	69,262	114,700	30,399	217,193	18,216
757,516	137,055	62,310	107,020	30,265	215,097	16,370
39,308	2,687	6,952	7,680	134	2,098	1,846
1,158,115	199,410	95,235	167,017	50,116	281,777	42,826
1,158,115	199,410	95,235	167,017	50,116	281,777	42,826
1,032,806	190,512	92,918	139,316	48,521	227,798	42,366
125,309	8,896	2,317	27,701	1,595	53,979	460
8,586	1,447	998	170	448	221	7
97,585	19,264	8,822	8,646	4,247	26,179	4,537
17,236	2,945	618	12	152	7,969	262
23,705	4,667	1,824	227	627	5,200	648
109,840	17,286	12,232	11,270	4,517	22,314	4,854
309,080	56,836	33,501	39,880	15,522	77,340	8,332
44,051	5,083	3,753	1,210	411	15,250	2,318
925	869	7	1	5	14	
39,555	9,268	3,187	3,613	215	10,057	1,318
8,253	729	789	16	51	4,233	5
25,630	9,569	2,373	980	924	1,438	805
10,451	440	1,128	21	184	3,201	1,426
57,319	17,129	7,025	6,014	1,123	9,705	2,268
205,486	56,513	14,058	28,672	6,327	33,540	5,145
6,826	1,324	1,239	31	275	355	604
24,269	7,843	4,010	554	333	3,467	526
148,968	28,970	16,686	14,168	3,264	36,762	1,636
26,514	4,634	2,033	455	565	11,891	1,629
16,516	2,675	1,268	629	478	4,381	267
18,654	5,998	1,410	849	198	1,312	463
9,794	2,386	965	204	52	3,152	405
12,703	3,320	682	16	240	4,397	607
38,742	11,822	3,422	1,202	383	4,223	1,293
8,371	2,638	555	378	71	1,139	1,281
49,351	9,661	2,244	1,408	2,042	15,839	1,398
15,441	6,351	1,326	379	516	1,574	1,046
12,001	2,367	838	175	333	4,997	695
8,470	1,000	1,206	22	83	1,277	653
18,706	3,444	1,459	732	468	3,225	509
7,941	922	456	17	388	1,461	5
5,235	471	273	9	30	1,007	62

S.D. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&M ESTIMATES

METRO AREA

County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
18-24 Years	25-34 Years	35-49 Years	50 & Over													
Hughes	15.5	.0062	31.7	8.3	19.1	21.0	22.7	6.3	123,916	31,746	8,037	10,020	5,206	34,397	1,771	
Hutchinson	8.5	.0034	41.3	6.3	12.2	17.6	39.9	3.3	31,073	8,825	1,894	917	298	4,262	4,920	
Hyde	2.0	.0008	38.9	7.0	11.1	19.5	35.6	.9	8,604	2,096	126	10	314	739	469	
Jackson	4.0	.0016	29.2	8.0	14.3	18.7	23.0	1.2	11,072	2,282	1,049	6	20	70	2	
Jewell	3.0	.0012	39.2	6.1	12.8	17.9	37.6	1.1	11,718	2,149	775	314	28	5,402	585	
Jones	1.4	.0006	36.1	6.9	14.1	19.6	31.9	.6	14,928	1,792	984	257	219	5,113	4	
Kingsbury	6.2	.0024	41.6	6.9	12.0	17.4	40.1	2.6	32,024	9,382	2,232	432	1,181	6,204	925	
Lake	11.2	.0045	34.7	12.3	14.1	15.7	33.8	4.3	67,150	12,337	6,378	4,000	2,254	24,829	2,112	
Lawrence	20.1	.0081	31.6	14.2	16.3	16.8	27.7	8.3	119,471	32,136	16,511	5,931	1,863	31,328	3,367	
Lincoln	15.3	.0061	33.7	7.9	15.9	18.8	29.1	5.3	39,579	9,398	6,093	335	978	6,962	1,344	
Lyman	3.7	.0015	31.3	8.6	14.0	18.6	26.2	1.3	22,122	8,456	1,432	63	325	709	157	
McCook	6.2	.0025	37.7	6.9	12.3	17.5	35.8	2.4	21,939	2,076	1,571	195	388	9,391	541	
McPherson	3.4	.0013	43.1	6.3	10.9	18.7	41.4	1.5	9,882	2,200	537	642	271	1,003	309	
Marshall	4.9	.0020	39.0	6.4	12.2	19.8	35.9	2.0	9,582	2,800	1,482	117	161	1,611	308	
Meade	24.6	.0098	28.7	12.2	20.0	18.8	18.5	8.4	66,598	17,802	6,836	6,129	871	15,223	2,251	
Mellott	2.5	.0010	28.7	9.8	14.1	18.3	22.9	.7	4,383	1,061	294	972	71	250	121	
Miner	3.3	.0013	43.1	.6	11.3	14.7	43.1	1.4	11,768	1,582	1,197	269	103	367	612	
Meady	6.6	.0026	25.9	7.0	14.0	18.4	32.8	2.4	15,296	3,873	1,016	414	120	3,711	271	
Perkins	4.7	.0019	36.9	8.2	14.0	19.2	33.3	1.8	16,161	3,919	1,071	710	129	1,696	196	
Potter	3.6	.0015	37.6	6.4	12.9	19.0	34.6	1.3	10,899	3,452	1,004	445	100	536	360	
Roberts	10.9	.0043	35.8	7.1	12.5	17.4	33.6	3.8	28,561	2,773	3,288	3,609	1,025	5,422	1,386	
Sonbom	3.0	.0012	40.3	7.9	12.6	17.5	38.2	1.2	7,024	692	524	26	85	2,268	8	
Shannon	12.6	.0051	21.3	11.4	15.1	15.5	13.4	2.6	8,479	4,723	286	13	45	154	5	
Spink	8.4	.0033	37.3	8.4	14.2	19.0	34.0	3.2	25,166	3,724	2,166	464	655	10,163	878	
Stanley	2.8	.0012	30.5	9.4	17.6	20.4	21.7	.9	15,934	5,555	786	452	29	1,367	3	
Sully	1.9	.0007	34.6	8.0	13.9	22.6	26.8	.7	15,316	1,435	1,253	6	18	10,622	120	
Todd	7.8	.0031	23.9	9.6	17.0	16.3	15.1	1.9	10,146	4,081	209	419	59	449	6	
Tripp	7.0	.0028	35.1	8.3	13.4	18.7	31.4	2.7	30,034	9,993	2,635	3,664	2,033	15,329	867	
Turner	8.9	.0036	40.9	6.4	13.1	17.9	39.2	3.4	28,199	8,711	2,103	255	344	5,894	1,131	
Union	11.3	.0045	33.3	8.2	16.3	17.3	29.9	4.2	16,984	2,648	1,640	145	314	891	497	
Wichita	6.4	.0026	37.3	7.3	13.6	19.1	33.9	2.7	39,415	7,998	2,703	4,001	813	9,367	1,099	
Yankton	19.4	.0077	33.5	11.6	15.9	18.6	29.0	7.2	125,672	30,795	9,190	17,491	4,505	23,215	2,677	
Ziebach	2.5	.0010	24.7	9.8	12.8	18.3	18.5	.6	5,312	791	256	29	89	326	9	
TOTAL METRO COUNTIES	209.0	.0837	30.7	12.6	18.7	19.2	22.7	82.7	1,954,939	339,152	164,497	281,717	80,515	498,972	61,042	
TOTAL STATE	724.0	.2897	32.2	11.3	16.1	18.2	27.3	272.0	4,365,570	880,306	382,462	466,429	149,901	1,055,402	135,358	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index		METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D						A	B	C	D	
RAPID CITY	984,002	21,287	27.6	27.3	14.1	11.6	.0354		Clark	36,254	13,156	29.8	22.2	5.4	3.5	.0011
Pennington	984,002	21,287	27.6	27.3	14.1	11.6	.0354		Clay	142,309	17,645	28.6	21.3	13.5	10.0	.0042
• Rapid City	716,375	22,292	25.2	27.9	14.6	12.5	.0288		Codington	248,052	19,860	27.1	28.4	12.3	9.0	.0093
SUBURBAN TOTAL	267,627	19,216	33.4	26.0	12.7	9.3	.0066		Corson	27,816	11,478	24.9	18.2	8.0	3.6	.0009
SIOUX FALLS	1,730,131	25,020	23.0	29.1	18.3	12.7	.0568		Custer	81,493	22,862	24.8	31.3	16.6	8.5	.0021
Minnehaha	1,730,131	25,020	23.0	29.1	18.3	12.7	.0568		Davison	166,832	17,345	28.0	27.3	11.5	4.9	.0066
• Sioux Falls	1,435,442	24,595	23.5	28.0	18.0	13.0	.0480		Day	61,747	14,435	31.9	23.1	6.9	4.3	.0020
SUBURBAN TOTAL	294,689	26,751	20.9	33.3	20.0	11.3	.0088		Deuel	37,592	14,078	29.3	22.4	7.8	4.2	.0013
OTHER COUNTIES									Dewey	34,185	15,000	28.0	23.7	8.7	4.9	.0013
Aurora	16,883	10,509	33.0	15.3	2.5	1.8	.0007		Douglas	23,290	11,786	33.4	17.1	4.7	1.6	.0008
Beauregard	186,281	17,690	25.5	26.5	12.3	6.3	.0059		Edmunds	28,427	11,145	30.1	19.1	3.6	2.3	.0011
Bennett	15,164	10,000	29.1	14.5	4.2	2.2	.0008		Fall River	100,031	21,567	21.3	28.1	15.3	10.0	.0029
Bon Homme	54,502	14,403	27.6	25.7	6.2	3.8	.0020		Faulk	22,318	12,548	30.5	18.8	6.8	2.9	.0006
Brookings	261,369	20,040	25.9	27.5	13.1	9.5	.0078		Grant	87,630	20,036	27.2	29.5	12.5	8.1	.0030
Brown	414,082	20,095	27.2	28.5	13.7	8.0	.0146		Gregory	31,776	7,739	29.1	13.3	3.3	2.9	.0011
Brule	40,166	14,642	33.1	21.6	8.6	2.8	.0018		Haakon	20,489	14,553	34.8	24.1	5.3	4.0	.0008
Buffalo	5,844	10,500	33.5	15.5	3.3	.5	.0002		Hamlin	47,899	16,850	30.7	23.6	11.0	7.2	.0013
Butte	79,333	16,798	29.1	28.7	7.5	5.7	.0027		Hanson	34,336	12,037	27.1	20.2	5.7	4.4	.0011
Campbell	12,466	10,758	30.9	17.9	2.0	2.3	.0004		Harding	20,968	13,293	31.3	22.7	5.3	3.2	.0008
Charles Mix	54,980	11,415	31.3	18.2	4.2	2.1	.0021									

METRO & COUNTY TOTALS

S.D. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdI EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$34,999	(D) \$35,000 & Over	
Hughes	200,134	23,707	25.6	29.8	18.5	10.1	.0064
Hutchinson	61,184	12,145	30.7	19.7	4.8	3.6	.0022
Hyde	20,407	16,455	29.3	25.0	6.6	6.9	.0006
Jackson	27,123	14,824	29.8	25.5	6.9	4.0	.0010
Jerauld	19,746	12,270	33.5	19.1	3.5	3.3	.0007
Jones	13,870	17,039	30.1	28.4	8.8	4.5	.0005
Kingsbury	57,996	15,512	31.9	24.1	9.4	3.7	.0020
Lake	117,913	19,093	26.8	26.6	12.3	8.8	.0039
Lawrence	239,318	20,807	24.9	28.9	13.2	9.7	.0073
Lincoln	167,441	23,194	22.0	29.1	16.2	11.5	.0044
Lyman	32,080	16,687	28.1	23.9	9.8	6.9	.0012
McCook	53,081	15,139	29.7	24.8	8.7	4.5	.0017
McPherson	21,931	9,873	28.7	16.3	2.9	1.4	.0008
Marshall	43,650	13,808	31.0	21.6	7.1	5.1	.0013
Meade	230,724	18,980	31.4	30.3	10.4	6.2	.0066
Melleite	9,712	9,531	29.7	13.3	4.3	.6	.0004
Miner	23,593	10,604	28.4	15.7	5.1	3.1	.0008
Moody	61,189	17,390	30.8	24.0	11.8	6.9	.0016

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdI EBI	% of Hds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$34,999	(D) \$35,000 & Over	
Perkins	37,674	13,719	29.0	22.5	7.3	4.8	.0013
Potter	25,259	13,932	31.0	23.6	6.2	2.8	.0009
Roberts	83,464	14,372	30.4	20.8	9.0	5.1	.0025
Sonborn	20,141	10,838	26.3	17.9	6.1	2.3	.0007
Shannon	49,241	12,237	27.9	21.9	4.7	3.3	.0020
Spink	72,307	15,745	28.6	25.0	8.2	5.4	.0021
Stanley	26,968	21,350	27.3	31.3	13.1	8.6	.0010
Sully	15,419	15,182	30.7	22.7	8.9	5.4	.0005
Todd	37,431	13,217	27.2	23.1	7.1	2.7	.0014
Tripp	58,599	13,830	30.5	20.2	8.3	5.9	.0024
Turner	66,719	13,327	29.7	23.0	5.6	3.6	.0022
Union	117,053	20,654	26.8	30.5	13.5	7.6	.0030
Walworth	58,604	15,296	29.6	26.3	7.6	4.1	.0021
Yankton	221,335	21,264	27.4	29.6	13.9	9.7	.0071
Ziebach	10,087	11,286	35.1	12.5	4.7	4.0	.0004
TOTAL METRO COUNTIES	2,714,130	23,519	24.8	28.3	16.7	12.3	.0922
TOTAL STATE	7,421,449	18,640	27.2	26.3	12.3	8.2	.3469

Tennessee

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
CHATTANOOGA	442.1	.1772	33.4	9.8	17.3	21.9	25.4	169.5
Hamilton	293.6	.1176	33.5	10.3	17.6	21.3	26.1	115.6
• Chattanooga	165.2	.0661	33.8	10.8	16.9	19.5	28.6	66.5
Atenton	26.0	.0103	33.5	9.0	16.0	22.5	25.0	9.7
Squatchie	9.2	.0037	32.5	8.9	16.8	22.4	23.4	3.4
Catoosa, Ga.	42.2	.0169	32.6	8.8	17.9	24.3	21.3	15.2
Dade, Ga.	13.0	.0052	31.4	11.0	17.0	22.4	21.5	4.4
Walker, Ga.	58.1	.0233	34.0	8.8	16.1	22.4	26.0	21.2
SUBURBAN TOTAL	276.9	.1111	33.2	9.3	17.6	23.1	23.6	103.0
CLARKSVILLE-HOPKINSVILLE	161.0	.0645	28.6	16.4	18.6	19.2	18.9	55.0
Montgomery	97.5	.0391	29.0	15.7	19.0	20.3	18.4	35.0
• Clarksville	83.0	.0332	27.9	18.2	19.6	19.5	16.6	29.8
Christian, Ky.	63.5	.0254	27.8	17.5	17.9	17.5	19.7	20.0
• Hopkinsville	30.5	.0122	34.3	9.1	15.7	20.7	28.0	11.7
SUBURBAN TOTAL	47.5	.0191	26.8	18.0	18.6	17.6	17.2	13.5
JACKSON	79.0	.0316	32.9	11.1	16.6	19.0	27.6	30.3
Madison	79.0	.0316	32.9	11.1	16.6	19.0	27.6	30.3
• Jackson	53.7	.0215	32.8	12.6	16.6	17.5	28.8	21.3
SUBURBAN TOTAL	25.3	.0101	33.3	7.8	17.0	22.1	25.0	9.0
JOHNSON CITY-KINGSPORT	452.1	.1812	34.8	9.3	16.4	22.9	25.8	172.1
Bristol	51.5	.0207	35.0	9.8	16.0	22.2	27.8	20.2
Hawkins	47.6	.0191	33.9	8.3	17.3	23.5	24.6	17.8
Sullivan	148.8	.0596	35.2	8.3	16.6	24.2	26.3	59.0
• Bristol	23.8	.0095	37.5	9.3	15.5	21.8	32.1	10.1
• Kingsport	34.4	.0138	36.6	8.0	14.4	22.0	33.7	14.8
Unicoi	16.7	.0067	36.7	8.5	15.2	22.2	30.4	6.4
Washington	93.9	.0376	35.4	12.1	17.1	21.4	25.8	35.4
• Johnson City	45.1	.0181	35.1	15.1	14.2	19.4	30.7	17.1
Bristol city, Va.	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3
• Bristol	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3
Scott, Va.	25.2	.0101	36.3	8.6	15.0	22.7	29.4	8.8
Washington, Va.	30.4	.0202	34.5	9.6	16.2	22.9	26.3	17.2
SUBURBAN TOTAL	330.8	.1326	34.1	8.9	17.3	23.6	24.8	122.8

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
2,797,506	578,637	243,769	349,677	146,143	656,575	81,626
2,193,484	396,746	201,127	291,001	121,078	564,473	61,253
1,759,663	285,419	144,376	248,918	84,325	524,764	39,443
110,598	30,423	6,005	12,960	4,009	19,334	3,941
33,895	11,907	2,035	1,100	396	10,122	1,670
199,076	58,643	21,920	32,170	9,949	21,920	2,521
50,895	19,921	3,096	1,323	968	6,303	1,078
209,558	60,497	9,576	11,123	9,746	34,403	4,163
1,037,843	293,218	99,391	190,739	61,820	131,811	42,183
1,005,849	189,923	93,787	199,696	43,740	313,384	29,378
658,179	98,470	59,001	104,162	29,646	220,489	13,179
624,155	83,328	53,329	100,659	28,130	220,363	14,124
347,690	61,453	34,706	35,534	13,094	92,773	14,199
305,240	61,311	28,499	27,446	12,079	79,773	13,978
76,474	15,284	11,879	11,591	1,901	13,128	1,276
611,216	166,287	40,850	120,636	27,942	115,842	15,547
611,216	166,287	40,850	120,636	27,942	115,842	15,547
594,364	108,060	40,834	120,273	26,294	115,195	15,525
16,832	147	16	353	1,648	647	22
2,378,388	465,961	216,520	344,393	102,489	615,040	99,599
167,297	40,743	13,434	25,804	5,563	31,985	7,586
128,467	42,716	10,533	10,228	4,719	23,183	8,012
1,010,170	150,613	88,213	178,989	35,829	326,706	37,271
301,384	44,136	26,300	44,119	10,649	131,318	10,193
671,713	97,964	61,250	133,658	24,277	175,183	26,858
45,000	13,771	5,876	2,509	1,533	10,608	3,934
558,062	99,580	57,218	86,537	30,213	122,844	24,077
484,711	77,346	51,537	84,199	26,840	114,305	19,354
212,482	40,279	18,444	23,150	12,218	45,773	7,470
212,482	40,279	18,444	23,150	12,218	45,773	7,470
94,236	33,622	5,485	2,399	2,409	20,397	3,296
162,654	44,637	15,317	14,779	10,005	33,542	4,533
708,078	206,236	58,989	59,269	28,505	148,459	35,224

TENN. (cont.)
POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					Home- bldgs. (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobiles (\$000)	Drug (\$000)
KNOXVILLE	609.7	.2442	33.7	11.1	17.6	21.7	26.0	240.1		4,465,861	790,312	470,275	516,667	227,543	1,118,212	157,213
Anderson	71.2	.0285	35.2	8.5	16.5	22.5	27.8	28.2		414,056	95,574	32,634	48,288	10,238	117,951	18,176
* Oak Ridge	28.0	.0112	37.5	7.8	15.4	23.8	30.4	12.1		257,522	55,473	20,809	37,150	8,050	71,111	8,910
Blount	86.9	.0348	34.6	9.1	17.6	22.3	27.0	33.4		670,742	119,671	39,722	81,085	25,361	291,773	17,831
Greninger	17.7	.0071	34.0	8.9	15.9	22.6	25.9	6.6		34,936	8,972	1,801	134	1,909	14,331	1,651
Jefferson	34.8	.0140	34.4	11.7	15.2	23.4	25.6	12.7		132,850	37,176	11,468	14,719	5,582	27,398	7,242
Knox	334.4	.1339	33.0	12.7	18.1	20.8	25.7	134.7		2,804,571	455,625	291,052	343,740	166,693	623,024	98,789
* Knoxville	175.2	.0701	32.9	15.9	17.8	16.6	29.7	75.4		2,241,182	355,414	238,150	287,510	150,814	484,292	77,207
Sevier	51.6	.0206	34.4	8.7	17.2	23.7	25.3	19.6		390,903	66,975	92,890	28,303	16,685	39,152	12,625
Union	13.1	.0053	32.8	9.8	16.5	23.0	23.3	4.9		17,763	6,319	708	398	1,075	4,583	899
SUBURBAN TOTAL	406.5	.1629	33.8	9.3	17.5	23.8	24.2	152.6		1,967,157	379,425	211,316	192,007	68,679	362,809	71,096
MEMPHIS	986.3	.3949	30.9	11.3	18.4	20.1	22.4	360.7		6,593,734	1,109,896	518,651	933,976	335,306	1,818,398	285,861
Shelby	826.9	.3310	31.0	11.8	18.9	19.7	22.7	306.7		5,829,635	900,865	462,943	844,989	339,821	1,685,283	254,621
* Memphis	666.9	.2669	31.6	11.6	18.1	18.9	24.8	253.4		4,864,013	685,850	385,454	675,859	299,808	1,517,091	209,473
Tipton	37.9	.0152	32.1	9.6	15.0	21.1	24.6	13.2		116,110	26,434	8,177	17,398	3,991	23,481	4,612
Crittenden, Ark.	31.3	.0206	29.8	9.7	15.4	19.5	22.4	17.3		372,835	72,192	26,932	31,695	6,155	68,266	13,237
* West Memphis	28.0	.0112	30.2	10.0	18.8	20.7	21.1	9.9		309,673	57,590	24,067	26,624	5,822	64,562	12,363
De Soto, Miss.	70.2	.0281	30.6	8.4	17.0	24.9	17.6	23.5		275,154	110,405	20,599	39,894	5,339	41,368	13,391
SUBURBAN TOTAL	291.4	.1168	29.6	10.8	19.0	22.9	16.9	97.4		1,420,048	366,456	109,130	231,493	49,676	236,745	64,025
NASHVILLE	987.6	.3952	32.8	10.9	18.2	22.0	23.9	376.0		7,787,364	1,238,794	781,622	973,366	443,502	2,150,163	253,546
Cheatham	28.6	.0114	32.1	8.6	17.7	24.3	20.6	9.8		57,879	23,388	3,532	1,024	986	6,018	3,368
Davidson	510.7	.2044	33.0	12.1	19.1	20.5	25.6	207.1		5,151,722	694,751	531,178	747,871	340,482	1,423,338	163,608
* Nashville-Davidson	486.9	.1949	32.8	12.4	19.3	20.2	25.5	197.6		4,827,645	657,139	518,511	629,547	327,206	1,385,737	154,634
Dickson	35.8	.0144	34.5	8.7	15.3	22.2	27.0	13.2		203,944	57,619	14,020	32,266	10,431	40,016	7,254
Robertson	43.8	.0175	33.8	9.1	16.0	21.4	26.7	15.6		188,534	44,744	10,797	12,829	5,578	63,851	7,690
Rutherford	113.7	.0455	30.5	14.0	18.2	21.3	20.5	40.8		723,254	128,606	72,000	73,097	31,501	199,626	21,337
* Murfreesboro	47.4	.0190	29.2	21.5	16.6	18.5	21.9	18.0		570,600	88,338	56,079	51,503	27,518	179,602	14,457
Sumner	104.0	.0416	32.5	8.4	17.7	24.5	21.1	36.7		507,878	121,953	47,007	48,868	14,644	114,041	21,251
Williamson	80.5	.0322	33.4	7.3	17.3	26.8	20.5	27.4		611,712	110,592	50,017	27,052	29,219	204,411	18,983
Wilson	70.5	.0282	33.5	8.0	17.5	24.7	22.6	25.4		342,441	57,141	33,071	30,361	10,641	98,862	10,055
SUBURBAN TOTAL	453.3	.1813	33.1	8.2	17.3	24.3	22.4	160.2		2,389,119	493,317	207,032	292,318	88,778	584,824	84,455
OTHER COUNTIES																
Bedford	29.8	.0120	35.9	8.4	14.6	21.0	30.4	11.3		132,628	32,360	10,425	14,167	5,251	30,569	7,633
Benton	15.3	.0062	37.8	7.6	14.4	20.9	33.4	6.2		55,740	12,445	3,960	7,470	967	9,974	2,516
Bledsoe	9.9	.0039	31.8	12.2	15.4	20.8	24.2	3.5		20,097	4,996	1,599	922	380	5,837	807
Bradley	75.8	.0304	32.0	10.9	17.2	23.3	21.5	27.8		446,428	103,635	35,248	58,089	17,254	113,429	18,355
Campbell	36.7	.0147	34.4	8.2	15.3	21.0	28.0	13.8		150,610	39,130	12,131	10,938	4,581	32,632	6,261
Cannon	11.3	.0045	36.2	8.4	14.9	23.1	29.0	4.2		24,640	8,374	986	1,080	511	5,535	1,761
Carroll	28.9	.0115	37.0	8.3	14.4	20.6	32.4	11.0		111,331	25,814	4,938	11,608	5,616	32,680	6,024
Chester	14.0	.0056	32.8	15.0	14.2	19.3	27.6	5.1		36,991	7,475	2,477	1,317	2,650	16,536	1,312
Claiborne	27.8	.0111	32.8	9.8	16.7	21.5	24.8	10.0		59,343	20,672	4,197	3,368	2,838	4,566	3,438
Clay	8.0	.0032	36.0	8.6	14.9	21.3	30.2	3.1		13,657	4,673	981	226	216	1,651	572
Cocke	30.0	.0120	33.9	9.1	16.4	23.2	25.0	11.5		138,719	32,924	13,550	20,741	2,937	22,260	6,047
Coffee	42.6	.0171	35.0	8.8	15.4	23.4	26.5	16.4		269,297	50,198	25,698	44,774	9,001	59,414	11,964
Crockett	14.5	.0058	36.2	8.6	14.0	19.9	32.0	5.3		59,747	13,241	1,778	1,193	2,126	25,357	2,790
Cumberland	35.0	.0140	34.5	8.5	15.5	21.1	28.1	12.9		183,959	51,406	14,892	24,411	4,211	37,842	6,605
Decatur	10.8	.0043	37.6	7.8	14.2	20.6	33.4	4.4		49,554	13,932	2,077	2,412	961	14,648	2,430
De Kalb	14.7	.0059	36.0	8.0	15.6	20.7	30.7	5.8		46,858	14,941	3,545	2,509	1,924	11,147	3,184

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*Based on Newspaper Publisher's Statement, March 31, 1990.

METRO & COUNTY TOTALS

TENN. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



SAMM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobile (\$000)	Drug (\$000)
Dyer	35.5	.0142	34.3	8.8	16.0	20.2	28.7	13.8	301,042	51,849	22,652	43,429	13,720	90,178	8,374	
Fayette	26.7	.0106	31.3	9.6	14.3	18.5	26.2	8.7	48,977	15,579	2,590	4,906	2,625	8,339	2,362	
Fentress	15.7	.0063	33.6	8.3	15.8	21.2	28.6	5.7	46,377	15,475	3,371	2,908	945	3,235	2,323	
Franklin	34.5	.0138	34.1	10.6	15.1	21.7	27.0	12.5	138,084	35,725	9,491	16,104	4,386	33,200	7,410	
Gibson	48.5	.0193	37.0	8.2	14.4	19.8	33.0	19.1	229,314	38,295	16,769	27,409	6,693	74,748	15,303	
Giles	24.8	.0099	36.4	8.7	14.4	20.7	31.4	9.5	116,887	30,114	5,893	11,988	3,315	26,067	6,125	
Greene	56.8	.0227	35.2	8.7	16.3	23.9	26.5	21.3	264,178	62,975	18,880	29,457	9,982	61,584	12,576	
Grundy	14.5	.0058	32.4	9.2	14.9	21.3	24.9	5.0	42,063	10,364	4,688	1,163	623	3,758	1,382	
Hamblen	54.3	.0217	33.5	9.0	17.0	24.8	22.8	20.5	346,301	67,295	26,892	38,567	6,602	114,181	11,217	
Hancock	6.6	.0026	35.2	9.1	14.1	20.9	29.4	2.3	10,598	1,878	377	46	700	1,794	1,348	
Hardeman	25.0	.0100	33.2	8.8	15.0	18.4	28.9	8.6	111,405	24,428	5,376	16,577	2,833	20,059	3,430	
Hardin	22.8	.0091	35.5	7.8	15.6	21.8	29.1	8.6	108,506	26,208	7,697	12,633	5,105	29,822	4,436	
Haywood	20.9	.0083	32.2	9.3	14.5	16.9	29.1	7.1	81,040	18,336	4,278	7,499	3,060	25,993	3,669	
Henderson	23.7	.0095	34.8	8.5	16.0	20.9	28.8	9.2	101,488	19,285	5,480	11,892	4,067	25,557	3,923	
Henry	29.6	.0119	38.1	8.2	14.2	19.6	34.8	11.7	154,029	31,880	10,044	16,778	6,348	35,778	7,269	
Hickman	17.0	.0068	34.2	10.9	15.8	21.4	27.3	6.1	33,630	9,710	1,733	869	1,415	5,439	1,856	
Houston	7.2	.0029	35.7	8.1	15.2	20.8	30.1	2.4	14,684	6,013	1,009	313	231	2,064	2,142	
Humphreys	16.3	.0065	34.5	8.1	15.8	22.0	27.2	6.3	69,944	20,310	5,159	10,569	1,906	10,398	3,185	
Jackson	9.6	.0038	36.7	8.0	14.8	21.5	31.2	3.3	37,985	16,200	1,754	325	897	2,673	2,529	
Johnson	14.4	.0057	35.0	8.1	15.8	22.3	27.6	5.5	36,204	11,697	1,660	1,737	870	5,514	3,197	
Lake	7.5	.0030	37.9	8.6	13.3	17.6	36.0	2.5	13,912	6,225	1,055	237	92	1,964	945	
Lauderdale	26.0	.0104	33.6	9.2	15.4	19.2	28.6	9.4	75,652	17,612	5,115	11,688	3,066	14,982	5,726	
Lawrence	36.4	.0145	34.8	9.0	14.4	21.6	28.1	13.5	173,061	41,206	8,289	19,150	14,108	46,963	7,722	
Lewis	11.0	.0044	31.8	8.5	17.6	19.4	25.0	3.7	26,760	9,209	1,793	2,436	847	5,420	1,593	
Lincoln	28.1	.0113	36.7	8.6	14.0	22.4	30.4	10.8	124,532	26,319	9,257	9,714	4,588	36,251	6,394	
Loudon	31.3	.0125	36.0	8.2	16.2	22.6	29.0	12.3	142,908	29,710	10,257	9,056	5,326	57,142	6,531	
McMinn	43.9	.0176	34.6	9.0	15.8	22.2	27.1	16.3	216,869	50,273	18,227	23,584	8,334	42,000	11,663	
McHenry	24.7	.0099	36.3	7.9	14.7	22.4	29.9	9.7	76,412	19,371	3,793	9,003	3,823	15,314	3,621	
Macon	16.6	.0066	35.2	8.3	15.9	21.6	28.7	6.3	50,942	15,084	2,740	7,669	1,422	5,709	3,564	



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SOURCE: 1990 Belden CMS

TENN. (cont.)
POPULATION—12/31/89

RETAIL SALES BY STORE GROUP—1989


S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Marshall	21.6	.0086	36.7	8.0	14.9	20.6	31.9	8.3	108,910	29,428	4,458	9,391	3,791	36,634	5,776	
Mauvey	55.7	.0223	34.7	9.2	15.9	21.3	28.2	21.4	342,183	63,707	27,701	44,510	13,001	80,349	11,966	
Meigs	8.4	.0034	32.8	8.4	17.2	22.9	23.3	2.9	11,014	4,186	1,156	320	570	1,690	971	
Monroe	31.2	.0124	33.5	9.3	15.8	22.0	25.5	11.3	130,375	33,876	11,184	18,644	3,720	24,488	6,017	
Moore	4.9	.0019	34.6	8.7	14.6	22.5	27.0	1.7	3,980	1,073	192	144	61	643	163	
Morgan	17.3	.0070	32.5	9.4	18.3	21.9	23.6	5.8	24,051	8,465	996	411	316	8,460	1,657	
Obion	33.5	.0134	35.6	8.0	15.3	21.0	30.0	13.0	184,069	31,682	13,859	20,468	3,372	55,889	6,349	
Overton	18.8	.0075	35.5	8.0	15.3	22.3	28.6	6.8	42,735	14,879	2,914	3,356	3,132	5,896	2,046	
Perry	6.5	.0026	37.1	7.7	14.5	21.7	31.5	2.6	16,053	7,187	1,291	235	762	1,128	1,869	
Pickett	4.4	.0017	36.2	8.0	15.3	21.4	30.4	1.6	10,470	3,366	652	189	279	2,494	389	
Polk	13.7	.0055	33.9	8.1	15.7	22.6	25.7	4.9	29,930	11,848	2,657	2,821	619	4,939	1,720	
Putnam	52.7	.0211	32.1	16.0	16.3	20.3	25.0	19.9	374,749	80,649	31,097	56,771	12,805	81,789	10,498	
Rhea	25.9	.0104	32.3	10.4	16.4	20.9	24.9	9.5	99,045	31,987	6,734	8,726	2,135	24,998	5,660	
Roane	50.7	.0203	35.0	8.0	16.1	23.2	26.9	18.9	204,983	54,703	13,677	22,322	6,144	63,320	12,222	
Scott	20.9	.0084	31.2	9.1	16.2	20.1	23.7	7.3	35,666	14,682	5,491	10,492	1,083	8,663	4,672	
Smith	15.1	.0060	35.8	8.8	15.5	20.6	30.7	3.7	69,138	13,697	3,156	9,327	9,321	11,703	3,437	
Stewart	9.7	.0039	38.0	7.6	14.1	21.9	32.7	3.8	23,474	10,118	2,000	1,298	1,680	2,077	398	
Trousdale	6.4	.0025	34.6	8.9	17.7	20.2	29.1	2.7	23,792	8,579	310	181	496	978	1,511	
Van Buren	4.6	.0018	32.1	8.8	18.2	21.1	23.6	1.5	2,998	668	257	48	177	539	22	
Warren	34.9	.0140	34.5	8.8	16.1	21.5	27.8	13.3	167,467	43,188	12,082	23,117	7,432	31,821	8,081	
Wayne	14.5	.0058	34.3	8.8	15.1	21.6	27.3	5.4	41,265	15,432	1,106	2,022	563	5,912	2,491	
Weakley	33.5	.0134	34.3	15.2	14.0	18.5	30.5	12.4	126,178	26,381	10,679	13,572	6,980	22,818	6,411	
White	21.2	.0085	36.1	7.9	15.5	21.5	30.2	8.1	104,731	20,356	5,386	11,048	1,803	44,398	3,817	
TOTAL METRO COUNTIES	3,325.9	1,331.8	32.6	11.1	18.0	21.3	24.4	1,268.8	23,715,338	3,949,581	2,209,309	3,186,338	1,375,785	6,422,745	848,462	
TOTAL STATE	4,967.2	1,988.2	33.2	10.5	17.1	21.3	25.6	1,881.6	30,908,979	5,645,377	2,735,543	3,999,162	1,539,682	8,174,611	1,179,909	

EFFECTIVE BUYING INCOME—1989

EFFECTIVE BUYING INCOME—1989


METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
CHATTANOOGA	4,961,557	22,573	23.5	27.6	15.4	12.2	.1595
Hamilton	3,528,625	23,122	22.9	26.9	15.6	13.7	.1154
• Chattanooga	1,849,631	20,102	24.4	25.2	13.5	11.5	.0720
Marion	226,941	17,821	27.2	27.7	10.3	6.5	.0074
Sequatchie	85,187	18,671	28.2	26.2	12.0	8.6	.0026
Carroll, Ga.	427,750	24,227	22.2	30.3	18.1	10.7	.0133
Dade, Ga.	103,750	19,126	25.1	31.1	11.2	5.7	.0036
Walker, Ga.	389,304	22,448	24.9	29.6	15.9	9.8	.0172
SUBURBAN TOTAL	3,111,926	24,014	22.9	29.2	16.6	12.7	.0875
CLARKSVILLE-HOPKINSVILLE	1,624,275	20,213	29.0	27.5	13.5	9.5	.0553
Montgomery	1,016,045	21,458	27.7	29.8	14.2	9.6	.0348
• Clarksville	871,471	21,096	29.2	30.1	13.5	9.4	.0308
Christian, Ky.	608,230	18,096	31.4	23.7	12.1	9.3	.0205
• Hopkinsville	329,203	19,553	26.6	23.5	14.4	11.2	.0126
SUBURBAN TOTAL	423,601	18,390	26.3	23.5	12.7	8.5	.0117
JACKSON	881,679	22,029	22.9	24.3	16.6	13.0	.0304
Madison	881,679	22,029	22.9	24.3	16.6	13.0	.0304
• Jackson	612,354	21,180	23.9	23.6	15.7	13.0	.0240
SUBURBAN TOTAL	269,325	23,937	20.4	26.0	18.8	12.8	.0064
JOHNSON CITY-KINGSFORD-							
BRISTOL	4,900,143	21,762	24.6	27.6	14.8	11.4	.1524
Carter	458,574	17,305	30.7	26.4	10.6	5.7	.0140
Hawkins	494,596	22,473	22.8	27.3	16.7	11.0	.0137
Sullivan	1,766,136	23,787	22.6	28.4	16.5	13.0	.0564
• Bristol	291,072	20,852	26.3	26.1	13.1	12.6	.0116
• Kingsport	453,072	22,290	22.7	25.4	13.8	13.2	.0213
Union	175,387	21,768	24.5	28.6	15.2	10.4	.0047
Washington	1,001,610	20,464	26.5	28.2	12.7	10.2	.0325
• Johnson City	493,574	17,871	27.2	27.5	10.6	12.1	.0196
Bristol City, Va.	205,181	21,460	22.2	37.1	13.8	11.9	.0083
• Bristol	205,181	21,460	22.2	37.1	13.8	11.9	.0083
Scott, Va.	275,121	23,624	22.4	24.4	15.3	17.5	.0078
Washington, Va.	523,338	22,587	24.9	27.9	15.8	12.0	.0150
SUBURBAN TOTAL	3,457,244	22,310	24.5	28.8	15.6	10.7	.0916
KNOXVILLE	7,175,505	22,187	23.8	26.1	14.4	13.8	.2359
Anderson	963,485	26,506	20.1	25.7	16.2	20.2	.0276
• Oak Ridge	490,788	22,216	17.6	22.4	16.1	30.2	.0142
Blount	925,192	21,348	25.0	27.2	15.4	10.1	.0327
Grainger	134,041	15,833	31.3	26.0	7.1	4.4	.0041
Jefferson	562,268	22,195	23.1	28.6	14.1	11.9	.0107
Knox	4,201,512	22,924	22.9	25.3	14.8	15.3	.1395
• Knoxville	2,058,872	18,688	25.9	24.6	11.8	10.8	.0844
Sevier	487,663	19,127	28.1	28.6	11.6	7.5	.0184
Union	101,344	16,473	28.9	27.9	8.3	4.5	.0029
SUBURBAN TOTAL	4,625,845	23,357	23.1	27.3	15.5	14.1	.1073
MEMPHIS	11,236,370	23,015	21.6	25.1	15.6	18.0	.3648
Shelby	9,770,087	23,311	21.4	24.9	15.5	15.9	.3164
• Memphis	7,571,539	21,576	22.6	24.7	14.3	14.0	.2533
Tipton	338,130	19,530	24.0	26.5	13.2	9.3	.0101
Crittenden, Ark.	405,708	16,072	25.4	23.1	17.9	6.6	.0168
• West Memphis	233,054	18,551	24.5	26.2	13.4	7.3	.0115
De Soto, Miss.	722,447	27,009	20.3	29.0	21.0	12.4	.0215
SUBURBAN TOTAL	3,411,977	28,006	18.7	25.5	19.4	18.5	.1000

METRO & COUNTY TOTALS

TENN. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdI EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
NASHVILLE	13,179,209	26,921	20.4	26.4	17.8	18.8	.4152
Cheatham	294,146	24,048	24.0	31.5	16.6	11.1	.0078
Davidson	7,258,111	26,167	21.1	26.5	16.9	18.6	.2409
* Nashville-Davidson	6,715,903	25,787	21.4	26.7	17.0	17.7	.2252
Dickson	393,357	23,162	22.7	27.7	17.4	11.4	.0125
Robertson	483,257	25,028	21.0	27.1	18.3	14.4	.0142
Rutherford	1,458,059	27,678	19.7	26.3	19.7	19.0	.0439
* Murfreesboro	632,412	24,573	21.9	24.2	18.5	18.6	.0214
Sumner	1,219,118	27,096	19.7	28.1	19.1	16.7	.0357
Williamson	1,204,434	34,713	16.3	22.5	18.7	30.8	.0354
Wilson	868,727	28,914	17.9	26.8	20.0	18.6	.0248
SUBURBAN TOTAL	5,830,894	28,579	19.0	26.6	18.9	20.1	.1666
OTHER COUNTIES	345,925	22,910	22.3	30.0	14.7	11.3	.0100
Bedford	149,362	17,815	27.3	26.0	13.3	5.9	.0044
Benton	85,086	16,648	26.7	23.8	11.3	6.6	.0025
Bledsoe	803,908	22,380	25.1	28.8	15.6	10.9	.0261
Bradley	288,432	15,200	29.1	24.6	8.8	4.4	.0100
Campbell	89,983	16,068	31.2	26.3	8.1	4.8	.0026
Cannon	258,422	17,601	26.8	27.5	10.9	6.3	.0082
Carroll	123,281	17,670	22.5	26.4	12.0	7.2	.0037
Chester	204,029	14,147	31.2	20.2	8.8	5.3	.0063
Claiborne	69,974	15,920	29.7	24.1	9.1	6.1	.0020
Coke	249,256	16,545	27.6	24.7	10.4	5.5	.0086
Coffee	490,260	22,882	24.1	27.3	14.5	14.1	.0155
Crockett	115,630	16,503	27.7	25.5	9.7	5.5	.0041
Cumberland	323,859	18,857	28.6	27.0	11.9	8.0	.0109
Decatur	103,582	17,537	26.6	25.1	11.5	7.3	.0033
De Kalb	133,050	15,875	28.3	26.3	8.2	4.7	.0041
Dyer	372,867	19,747	26.6	25.3	13.0	11.0	.0136
Fayette	200,307	16,703	25.7	24.1	10.4	7.9	.0061
Fentress	96,155	12,170	32.0	19.4	5.6	2.8	.0035
Franklin	353,491	21,528	24.4	27.8	14.8	10.8	.0105
Gibson	520,676	20,725	23.7	26.8	14.6	10.2	.0158
Giles	262,926	21,558	23.8	28.2	13.6	11.7	.0080
Greene	632,691	22,783	23.2	27.9	16.2	11.4	.0186
Grundy	122,924	17,129	28.9	24.7	10.9	6.3	.0038
Hamblen	554,574	21,061	26.7	29.1	14.3	9.3	.0188
Hancock	40,006	12,257	29.8	19.8	4.5	4.3	.0013
Hardeman	217,755	18,665	25.4	25.9	12.8	8.0	.0072
Hardin	185,227	16,585	28.0	26.3	9.8	5.1	.0065
Haywood	164,075	15,415	28.3	23.1	8.6	7.6	.0055

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median HdI EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
HENDERSON	240,648	20,807	24.2	30.1	12.6	9.3	.0073
Henry	280,595	17,955	29.0	25.6	11.5	7.2	.0093
Hickman	154,383	20,289	25.7	30.3	12.7	7.7	.0044
Houston	57,460	17,945	26.3	25.6	10.7	9.2	.0017
Humphreys	157,524	21,473	20.9	30.3	15.5	7.3	.0049
Jackson	82,179	17,554	25.9	22.0	13.3	8.8	.0026
Johnson	113,366	16,340	29.9	28.1	7.4	3.9	.0034
Lake	54,535	14,900	28.8	23.8	7.3	6.5	.0018
Lauderdale	229,199	18,508	24.0	26.8	11.5	8.1	.0069
Lawrence	377,058	21,980	23.2	28.4	15.5	10.8	.0116
Lewis	89,689	17,126	30.7	27.5	9.5	6.0	.0028
Lincoln	265,775	16,762	28.5	26.3	11.8	8.4	.0084
Loudon	413,315	25,720	21.8	24.5	17.1	18.6	.0112
McMinn	463,948	22,106	23.5	26.6	15.9	11.2	.0144
McNairy	215,231	17,051	27.2	27.4	9.3	5.9	.0065
Marion	154,800	18,652	26.3	30.3	10.0	6.1	.0047
Marshall	256,218	23,148	23.4	27.9	16.2	11.9	.0075
Maury	629,012	23,186	21.3	28.6	18.1	11.9	.0201
Meigs	76,441	20,784	26.1	27.6	14.5	9.9	.0020
Monroe	299,885	19,796	26.8	27.9	12.6	9.1	.0092
Moore	52,981	25,900	22.2	28.3	18.6	13.8	.0013
Morgan	148,200	17,891	28.5	25.3	12.8	6.7	.0040
Obion	392,797	22,640	23.6	25.6	16.6	12.5	.0119
Overton	138,606	14,897	28.6	23.7	8.3	4.8	.0043
Perry	58,891	17,699	31.0	27.4	11.1	4.9	.0017
Pickett	33,112	16,020	34.3	24.6	7.6	4.9	.0011
Polk	95,188	15,619	29.7	27.4	7.9	2.5	.0031
Putnam	524,865	18,944	27.4	25.9	12.6	8.9	.0186
Rhea	255,070	20,676	24.2	26.3	14.0	11.2	.0078
Roane	545,731	27,616	23.0	27.2	15.5	12.4	.0158
Scott	100,028	13,421	30.7	20.9	6.8	4.1	.0049
Smith	148,034	20,894	24.8	30.0	13.5	8.5	.0047
Stewart	91,200	18,980	23.0	28.0	13.1	6.5	.0025
Trousdale	75,788	22,814	24.2	30.4	16.2	9.6	.0022
Van Buren	37,781	18,549	32.4	27.6	10.7	6.9	.0011
Warren	352,433	20,434	25.9	28.9	12.7	9.5	.0110
Wayne	133,173	20,068	23.7	30.5	12.2	7.4	.0040
Weakley	306,908	17,770	29.4	26.1	11.6	6.8	.0095
White	186,886	17,239	30.0	27.3	10.6	5.4	.0063
TOTAL METRO COUNTIES	40,097,911	23,644	23.4	26.2	15.9	13.2	1.2895
TOTAL STATE	55,994,537	22,168	23.5	26.5	14.8	13.2	1.2877

Texas

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
ABILENE	123.3	.0493	31.0	14.4	16.7	19.5	23.7	45.0
Taylor	123.3	.0493	31.0	14.4	16.7	19.5	23.7	45.0
* Abilene	114.0	.0456	30.5	15.1	17.1	19.1	23.2	41.0
SUBURBAN TOTAL	9.3	.0037	37.7	5.5	12.8	24.8	30.1	4.0
AMARILLO	196.8	.0787	31.8	11.4	17.9	21.6	23.3	75.6
Parker	102.2	.0409	32.2	11.4	16.8	18.6	26.7	40.3
* Amarillo	160.7	.0643	32.0	10.7	18.2	20.2	24.3	63.2
Randall	94.6	.0378	31.4	11.5	19.1	23.5	19.7	35.3
SUBURBAN TOTAL	38.1	.0144	30.9	14.6	16.9	24.1	19.0	12.4

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings (\$000)	Auto- mobile (\$000)	Drug (\$000)
808,795	118,371	82,084	118,638	39,265	193,332	18,605
808,795	118,371	82,084	118,638	39,265	193,332	18,605
754,544	112,373	72,432	118,222	38,027	187,975	15,651
54,251	5,898	9,572	416	1,238	5,357	2,954
1,730,803	338,123	163,121	247,622	77,181	433,787	32,330
1,027,521	207,284	104,957	160,715	42,223	190,332	19,834
1,574,729	305,981	148,955	236,063	66,933	364,705	29,065
723,282	130,839	58,164	86,907	34,958	233,405	12,396
176,074	32,142	14,166	11,359	10,248	39,052	3,165

METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnishings/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
AUSTIN	750.3	.3003	29.5	15.5	21.7	19.6	18.3	291.0	5,978,684	1,511,946	711,528	692,263	297,850	1,194,366	145,970	
Hays	62.4	0230	26.1	24.9	15.6	16.9	19.2	20.7	339,766	83,341	40,885	22,531	7,171	76,773	6,186	
Travis	560.4	.2243	29.4	16.1	23.2	19.2	17.9	227.4	4,993,370	1,215,206	613,561	604,018	277,531	981,901	124,424	
• Austin	487.7	.1952	28.9	17.8	23.9	17.7	17.7	203.8	4,853,440	1,171,718	590,858	591,576	273,638	976,759	120,482	
Williamson	127.5	.0510	31.4	8.1	19.1	22.4	20.7	42.9	645,548	213,399	57,082	65,716	13,148	135,692	14,960	
SUBURBAN TOTAL	262.6	.1051	31.1	11.1	17.7	23.2	19.9	87.2	1,125,044	340,228	120,670	100,689	24,212	217,607	25,488	
BEAUMONT-PORT ARTHUR	367.0	.1468	32.6	10.3	16.7	20.6	25.4	133.3	2,382,585	464,087	209,197	347,983	86,322	603,190	70,133	
Hardin	41.8	.0167	32.7	8.6	16.0	22.2	24.1	14.3	172,391	40,629	9,498	24,818	1,511	60,081	4,659	
Jefferson	243.4	.0974	33.0	10.9	16.6	19.6	27.1	90.5	1,821,979	325,385	169,721	269,110	75,082	488,928	53,191	
• Beaumont	115.6	.0463	32.2	11.3	17.8	18.9	26.2	43.5	1,113,487	170,450	111,137	180,423	54,781	278,302	27,783	
• Port Arthur	60.6	.0243	34.0	10.4	14.8	17.3	31.3	22.8	397,324	82,134	30,616	48,675	14,401	114,055	12,637	
Orange	81.8	.0327	31.4	9.7	16.8	22.8	21.1	28.5	388,215	98,073	29,978	54,057	9,929	74,111	12,882	
SUBURBAN TOTAL	190.8	.0762	32.4	9.7	16.5	22.7	23.0	67.0	871,774	211,503	67,444	118,887	17,340	210,763	29,712	
BRAZORIA	190.2	.0761	30.1	11.5	20.0	22.8	17.3	62.7	997,397	269,581	75,368	144,147	27,494	251,850	27,344	
Brazoria	190.2	.0761	30.1	11.5	20.0	22.8	17.3	62.7	997,397	269,581	75,368	144,147	27,494	251,850	27,344	
SUBURBAN TOTAL	190.2	.0761	30.1	11.5	20.0	22.8	17.3	62.7	997,397	269,581	75,368	144,147	27,494	251,850	27,344	
BROWNSVILLE-HARLINGEN	366.6	.1067	28.4	9.3	15.7	18.1	21.6	77.8	1,214,717	301,197	120,751	179,228	47,118	237,837	27,861	
Cameron	266.6	.1067	28.4	9.3	15.7	18.1	21.6	77.8	1,214,717	301,197	120,751	179,228	47,118	237,837	27,861	
• Brownsville	107.0	.0426	27.5	9.8	15.6	18.5	19.6	30.3	566,034	149,105	46,075	99,754	23,966	95,431	11,396	
• Harlingen	57.3	.0229	30.0	9.4	16.2	17.4	24.4	18.1	428,523	89,475	44,361	70,424	15,186	94,666	8,092	
SUBURBAN TOTAL	102.3	.0410	28.6	8.8	14.9	18.1	22.3	29.4	220,160	62,617	30,315	9,030	7,966	47,740	8,373	
BRYAN-COLLEGE STATION	124.6	.0499	24.6	30.3	17.3	15.0	16.0	45.7	718,975	171,009	83,871	113,427	25,736	137,353	11,785	
Bryan	124.6	.0499	24.6	30.3	17.3	15.0	16.0	45.7	718,975	171,009	83,871	113,427	25,736	137,353	11,785	
• Bryan	64.5	.0258	29.5	15.0	18.5	17.7	22.1	24.9	390,288	97,935	37,439	39,222	11,607	116,297	8,849	
• College Station	49.0	.0196	22.8	53.5	15.3	10.2	7.5	16.7	322,753	72,041	46,432	72,671	13,671	20,666	2,892	
SUBURBAN TOTAL	11.1	.0045	29.0	17.3	19.3	20.9	17.5	4.1	5,934	1,033	757	1,309	458	390	44	
CORPUS CHRISTI	361.1	.1445	29.9	10.5	17.8	19.8	21.2	121.0	2,115,255	504,907	234,974	290,742	78,307	510,250	42,999	
Nueces	300.4	.1202	30.0	10.7	17.9	19.6	21.4	101.9	1,891,549	432,714	220,146	266,712	75,452	455,351	36,288	
• Corpus Christi	269.6	.1080	30.1	10.8	18.5	19.6	21.3	92.9	1,781,878	391,380	208,537	256,402	74,611	436,197	35,169	
San Patricio	60.7	.0243	29.7	9.2	16.3	20.6	20.8	19.1	223,706	72,193	14,828	24,030	2,855	34,899	6,711	
SUBURBAN TOTAL	91.3	.0365	29.4	9.4	15.4	20.4	21.1	28.1	333,377	113,527	26,437	34,340	3,696	74,053	7,850	
DALLAS	3,481.9	.9934	31.2	10.8	20.2	22.7	19.6	946.4	22,446,720	4,388,636	2,415,337	2,836,035	1,851,574	5,478,974	519,304	
Collin	229.7	.0919	30.7	7.3	19.9	26.5	15.0	76.5	1,953,187	420,209	153,064	282,505	97,331	532,061	45,849	
Plano	117.1	.0469	29.4	6.5	23.3	28.9	8.1	37.3	1,393,957	284,882	101,919	246,619	64,745	372,323	27,733	
Dallas	1,855.3	.7426	31.2	11.1	20.5	22.3	20.0	730.1	17,904,279	3,318,576	2,060,353	2,282,330	894,139	4,232,446	410,921	
Carrollton	59.9	.0240	30.2	8.4	25.5	26.8	11.0	22.4	685,767	157,529	61,699	108,507	21,905	147,370	21,199	
• Dallas	1,004.3	.4020	31.7	11.9	20.5	20.2	20.2	419.7	10,087,699	1,722,900	1,251,833	1,334,811	514,170	2,254,792	222,555	
Garland	180.5	.0722	29.6	8.9	23.2	24.3	13.1	63.5	1,053,001	320,575	102,877	151,026	63,369	219,818	28,638	
Grand Prairie	99.7	.0399	29.7	9.9	20.8	22.1	17.0	35.2	556,681	161,713	46,099	67,834	10,759	142,291	20,235	
• Irving	135.8	.0544	30.4	12.7	20.3	24.8	15.9	52.7	1,630,290	277,557	141,184	189,788	41,075	667,286	28,334	
Mesquite	92.1	.0369	29.7	10.3	19.4	26.1	13.6	31.0	1,072,392	162,023	85,424	268,344	46,065	190,764	13,836	
Richardson	79.4	.0316	32.3	7.0	19.6	30.2	14.5	28.1	982,117	169,142	76,409	117,239	60,559	247,179	19,611	
Denton	229.0	.0917	29.7	12.9	22.5	22.3	15.7	82.0	1,641,834	413,874	129,848	176,416	37,869	486,584	26,722	
• Denton	58.1	.0233	28.3	23.7	20.1	17.7	18.8	22.0	671,557	144,869	58,001	114,630	17,959	154,572	12,348	
Ellis	83.6	.0335	33.6	8.8	15.1	21.6	26.3	28.4	437,768	118,934	38,712	40,490	11,532	101,513	20,175	
Kaufman	56.4	.0226	35.3	8.3	14.5	22.0	28.7	19.4	353,452	90,323	23,874	38,715	7,338	91,366	10,252	
Rockwall	27.9	.0111	33.9	7.0	17.0	27.2	20.9	10.0	156,200	26,720	9,686	15,599	3,365	35,004	5,385	
SUBURBAN TOTAL	1,283.7	.5137	31.0	9.1	20.0	24.6	17.4	452.0	10,057,174	2,243,310	964,519	1,196,826	478,370	2,402,324	256,067	
DALLAS-FORT WORTH CONSOLIDATED AREA	3,776.0	1.5114	31.5	10.8	19.6	22.6	20.5	1,431.0	32,980,531	6,444,478	3,509,165	4,160,940	1,545,192	8,041,135	793,734	
EL PASO	592.4	.2371	28.2	12.2	17.1	19.9	18.4	179.6	3,421,086	745,236	326,125	500,614	197,938	736,194	70,194	
El Paso	592.4	.2371	28.2	12.2	17.1	19.9	18.4	179.6	3,421,086	745,236	326,125	500,614	197,938	736,194	70,194	
• El Paso	513.1	.2054	28.8	11.4	17.0	20.3	19.2	160.8	3,313,332	711,783	310,287	493,143	195,245	728,956	69,457	
SUBURBAN TOTAL	79.3	.0317	24.5	17.0	18.2	17.8	12.8	18.8	107,754	33,453	15,838	7,471	2,693	7,238	737	

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ADULTS REACHED



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SEE ALSO: 1989 Austin Market Study, conducted by William Brownlee

METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City

	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
FORT WORTH-ARLINGTON	1,294.1	.5180	32.0	10.8	18.6	22.3	22.1	494.6	
Johnson	97.9	.0392	33.9	8.7	15.7	22.9	25.4	34.2	
Parker	65.0	.0260	35.5	8.4	14.8	24.0	26.9	23.6	
Tarrant	1,131.2	.4528	31.7	11.1	19.1	22.2	21.5	426.8	
• Arlington	264.0	.1057	29.6	13.1	23.5	23.2	14.2	101.2	
• Fort Worth	441.5	.1767	32.6	11.6	17.9	18.9	26.8	173.1	
SUBURBAN TOTAL	588.6	.2356	33.1	9.1	17.0	24.5	22.2	210.3	
GALVESTON-TEXAS CITY	216.0	.0865	32.4	10.1	17.5	21.4	24.0	79.7	
Galveston	216.0	.0865	32.4	10.1	17.5	21.4	24.0	79.7	
• Galveston	59.7	.0239	33.3	11.7	17.9	17.9	29.0	24.2	
• Texas City	41.9	.0168	31.9	9.8	17.0	21.1	23.7	14.8	
SUBURBAN TOTAL	114.4	.0458	32.0	9.3	17.5	23.4	21.4	40.7	
HOUSTON	3,244.6	1.2987	30.1	11.0	21.7	22.2	17.3	1,206.2	
Fort Bend	205.5	.0823	29.2	8.4	23.8	22.5	13.7	66.1	
Harris	2,784.0	1.1143	30.1	11.4	22.0	22.0	17.3	1,054.8	
• Baytown	63.7	.0255	29.9	11.3	19.3	19.5	20.6	23.4	
• Houston	1,728.6	.6919	30.3	12.4	21.8	21.0	18.8	677.3	
• Pasadena	119.8	.0467	28.8	13.2	20.1	21.1	16.5	42.2	
Liberty	53.3	.0213	32.9	8.7	16.0	21.0	25.7	18.8	
Montgomery	178.1	.0713	31.6	8.0	17.6	25.6	18.4	59.4	
Waller	23.7	.0095	28.6	21.1	13.7	17.7	23.5	7.1	
SUBURBAN TOTAL	1,452.3	.5813	29.9	9.4	21.4	23.8	15.4	505.5	
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA	3,650.8	1.4613	30.3	11.0	21.3	22.2	17.7	1,348.6	
KILLEEN-TEMPLE	249.4	.0998	27.0	19.1	18.7	17.9	17.1	83.0	
Bell	184.7	.0739	28.0	16.5	18.7	18.3	18.7	65.9	
• Killeen	66.9	.0266	24.6	21.5	19.8	17.8	11.3	25.7	
• Temple	48.6	.0195	34.3	9.4	16.8	18.7	30.2	19.6	
Coryell	64.7	.0259	24.5	26.5	18.7	16.9	12.5	17.1	
SUBURBAN TOTAL	133.9	.0535	25.9	21.5	18.6	17.7	15.3	37.7	
LAREDO	126.3	.0505	26.9	10.4	15.5	18.0	19.5	34.2	
Webb	126.3	.0505	26.9	10.4	15.5	18.0	19.5	34.2	
• Laredo	122.9	.0492	26.8	10.6	15.4	17.6	19.8	33.6	
SUBURBAN TOTAL	3.4	.0013	29.4	5.7	19.9	30.9	8.0	.6	
LONGVIEW-MARSHALL	169.0	.0676	32.9	10.4	16.2	20.3	26.3	62.1	
Gregg	111.7	.0447	32.5	10.9	17.2	20.5	25.1	41.8	
• Longview	73.5	.0294	32.2	11.4	17.7	20.5	24.6	27.7	
Harrison	57.3	.0229	33.8	9.4	14.7	19.8	28.5	20.3	
• Marshall	23.6	.0094	34.4	10.4	14.3	16.9	32.2	8.7	
SUBURBAN TOTAL	71.9	.0288	33.2	9.4	15.4	21.2	26.0	25.7	
LUBBOCK	225.4	.0902	28.6	16.8	18.2	18.9	19.4	81.4	
Lubbock	225.4	.0902	28.6	16.8	18.2	18.9	19.4	81.4	
• Lubbock	187.9	.0752	28.3	18.2	18.7	18.2	19.2	69.3	
SUBURBAN TOTAL	37.5	.0150	30.7	10.0	15.8	22.5	20.6	12.1	
MCCALLEN-EDINBURG-MISSION	384.8	.1541	27.5	9.6	15.6	17.5	20.9	107.3	
Hidalgo	384.8	.1541	27.5	9.6	15.6	17.5	20.9	107.3	
• Edinburg	33.0	.0132	27.4	12.5	16.4	16.9	20.7	9.7	
• McAllen	88.5	.0354	29.3	9.0	16.9	19.0	21.4	27.0	
• Mission	33.3	.0133	29.9	9.5	14.3	16.4	26.2	9.8	
• Pharr	32.9	.0132	26.6	9.6	14.6	17.9	19.9	8.8	
SUBURBAN TOTAL	197.1	.0790	26.4	9.5	15.4	17.0	19.8	52.0	
MIDLAND	110.1	.0441	31.3	10.5	18.6	21.3	21.9	40.8	
Midland	110.1	.0441	31.3	10.5	18.6	21.3	21.9	40.8	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
10,533,811	2,255,842	1,093,628	1,324,885	493,618	2,562,161	274,430
528,022	135,078	51,138	52,212	15,907	137,982	16,918
381,797	107,839	27,756	21,679	5,885	116,740	13,130
9,623,992	2,012,925	1,014,734	1,250,994	471,826	2,307,439	244,382
2,442,442	485,477	259,649	285,065	112,548	774,344	39,521
3,777,406	641,928	435,527	423,950	204,501	1,023,575	102,991
4,313,963	1,128,437	398,452	615,870	176,569	764,242	131,918
1,370,148	415,503	132,985	171,285	30,020	274,694	40,551
1,370,148	415,503	132,985	171,285	30,020	274,694	40,551
402,427	126,075	55,264	36,465	15,063	57,277	11,971
264,063	70,725	19,977	27,925	7,978	80,801	8,575
703,658	218,703	57,744	106,895	14,979	136,616	20,005
22,089,830	4,628,586	2,193,458	2,848,831	1,116,009	5,374,302	588,686
869,860	251,335	60,088	80,781	22,162	240,012	22,909
20,027,343	4,080,471	2,040,125	2,663,256	1,073,426	4,936,640	534,209
490,003	109,054	45,182	66,706	2,569	153,825	12,139
14,719,422	2,800,370	1,574,271	1,833,407	862,970	3,817,982	369,767
630,637	186,517	63,565	139,947	28,368	73,254	26,434
234,345	71,746	21,412	23,460	3,314	59,555	8,733
774,674	201,074	63,314	70,233	15,013	232,392	20,259
183,608	23,960	8,519	11,101	2,094	105,703	2,736
6,880,405	1,719,162	574,005	948,718	250,470	1,602,495	206,780
24,457,375	5,313,670	2,401,811	3,164,263	1,181,523	6,100,846	656,581
1,292,064	308,461	130,915	199,122	62,253	281,409	25,880
1,146,037	258,908	116,216	172,191	55,408	260,465	21,881
546,981	100,803	55,207	87,622	36,465	140,821	4,616
458,635	95,854	42,431	82,489	16,671	109,545	10,133
146,027	49,553	14,699	26,931	6,845	20,944	3,999
288,448	111,804	33,277	29,011	9,117	31,043	11,131
716,974	168,651	59,305	117,409	58,406	87,583	9,718
716,974	168,651	59,305	117,409	58,406	87,583	9,718
710,601	167,487	58,944	117,319	57,678	86,026	9,707
6,373	1,164	361	90	728	1,557	11
1,228,301	252,980	101,504	138,184	61,313	328,055	38,092
986,098	201,836	83,693	111,826	47,532	262,933	30,737
733,612	153,563	67,142	95,424	43,495	171,426	22,520
242,203	51,144	17,811	26,358	13,781	65,122	8,155
196,820	41,990	12,482	23,116	10,799	60,239	7,453
297,869	57,427	21,880	19,644	7,019	96,390	8,919
1,870,504	349,367	197,315	272,643	88,887	471,313	29,371
1,870,504	349,367	197,315	272,643	88,887	471,313	29,371
1,758,758	324,589	190,519	268,114	87,371	428,101	26,136
111,746	24,778	6,796	4,529	1,516	43,212	3,325
1,692,552	436,946	132,478	262,569	95,648	312,872	28,861
1,692,552	436,946	132,478	262,569	95,648	312,872	28,861
153,830	50,869	12,910	15,812	5,554	43,356	3,274
834,351	145,410	68,220	128,791	59,833	165,713	13,103
134,330	58,982	10,304	18,062	4,706	25,786	2,940
182,293	44,410	11,916	64,448	4,576	14,464	2,800
387,748	137,275	29,128	35,456	20,979	63,553	6,744
739,752	181,766	68,165	111,055	25,574	150,512	20,900
739,752	181,766	68,165	111,055	25,574	150,512	20,900

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TEXAS (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
• Midland	99.8	.0399	31.5	10.4	19.0	20.8	22.5	37.3		729,129	181,437	67,879	111,033	25,488	150,337	20,881
SUBURBAN TOTAL	10.3	.0042	29.8	11.5	17.3	25.8	15.2	3.5		10,623	329	286	22	86	175	19
ODESSA	125.1	.0501	30.0	11.9	18.7	20.6	20.1	45.9	813,335	207,735	72,456	105,106	28,705	208,297	18,213	
Ector	125.1	.0501	30.0	11.9	18.7	20.6	20.1	45.9	813,335	207,735	72,456	105,106	28,705	208,297	18,213	
• Odessa	98.3	.0393	30.3	11.9	19.0	20.4	20.7	36.5	684,134	194,527	60,623	56,829	26,934	205,591	14,253	
SUBURBAN TOTAL	26.8	.0108	28.9	11.9	18.0	21.5	17.6	9.4	129,201	13,208	11,833	48,277	1,771	2,706	3,960	
SAN ANGELO	99.7	.0399	32.4	13.0	16.5	19.3	26.4	36.9	609,876	126,512	53,560	84,421	29,365	147,262	11,707	
Tom Green	99.7	.0399	32.4	13.0	16.5	19.3	26.4	36.9	609,876	126,512	53,560	84,421	29,365	147,262	11,707	
• San Angelo	89.5	.0358	31.8	13.7	16.7	18.6	26.1	33.4	595,191	126,080	53,072	79,460	29,289	146,392	11,686	
SUBURBAN TOTAL	10.2	.0041	37.2	6.8	14.5	25.4	28.6	3.5	14,685	432	488	4,961	76	870	21	
SAN ANTONIO	1,321.0	.5287	30.6	11.2	17.4	20.2	22.2	454.6	8,804,923	2,079,091	1,066,959	968,967	393,944	2,041,928	201,712	
Bexar	1,206.8	.4830	30.2	11.4	17.7	20.0	21.6	413.3	8,129,035	1,918,574	1,008,960	920,321	363,595	1,842,226	191,609	
• San Antonio	1,024.7	.4101	30.4	11.1	17.2	19.1	23.0	354.5	7,239,670	1,745,976	908,976	850,505	320,996	1,576,580	159,547	
Comal	52.0	.0208	37.0	7.7	14.6	21.6	31.5	19.3	375,848	88,971	36,443	25,143	15,573	110,463	5,342	
Guadalupe	62.2	.0249	33.4	10.1	15.3	22.1	25.5	22.0	300,040	71,546	21,556	23,503	14,776	89,239	4,761	
SUBURBAN TOTAL	296.3	.1186	31.2	11.5	18.5	23.8	19.2	100.1	1,565,253	333,115	157,983	118,462	72,948	465,348	42,165	
SHERMAN-DENISON	97.9	.0392	36.0	9.6	15.2	20.3	31.2	38.2	728,485	161,901	50,632	108,719	24,752	172,444	29,374	
Grayson	97.9	.0392	36.0	9.6	15.2	20.3	31.2	38.2	728,485	161,901	50,632	108,719	24,752	172,444	29,374	
• Denison	24.3	.0097	35.5	9.3	15.8	19.2	31.5	9.8	187,331	47,501	12,828	19,955	3,125	48,281	10,086	
• Sherman	32.0	.0128	34.0	11.9	16.7	18.7	29.5	12.7	427,140	74,715	32,266	79,805	19,157	95,875	13,576	
SUBURBAN TOTAL	41.6	.0167	37.7	7.9	13.9	22.3	32.1	15.7	114,014	39,685	5,538	8,959	2,470	28,288	5,712	
TEXARKANA	122.0	.0488	34.0	8.5	15.9	19.6	28.8	45.4	848,732	162,429	65,848	150,940	37,892	179,768	19,870	
Bowie	82.6	.0331	34.3	8.5	15.9	20.0	28.9	31.0	642,319	89,008	46,604	121,066	33,250	169,817	14,463	
• Texarkana	33.4	.0134	34.4	9.1	16.0	16.6	32.4	13.3	475,782	48,286	35,702	100,662	29,010	135,643	6,765	
Miller, Ark.	39.4	.0157	33.3	8.6	15.8	18.7	28.7	14.4	206,413	73,421	19,244	29,934	4,642	9,951	5,407	
• Texarkana	22.7	.0091	34.8	8.7	15.4	17.4	32.2	8.6	192,708	69,837	17,691	29,367	4,070	8,947	5,293	
SUBURBAN TOTAL	65.9	.0263	33.5	8.2	16.1	21.8	25.8	23.5	180,242	44,306	12,455	10,911	4,812	35,178	7,812	
TYLER	153.1	.0612	33.4	10.0	16.3	20.4	27.0	56.8	1,191,934	244,144	101,419	195,604	60,410	296,276	27,611	
Smith	153.1	.0612	33.4	10.0	16.3	20.4	27.0	56.8	1,191,934	244,144	101,419	195,604	60,410	296,276	27,611	
• Tyler	74.8	.0299	32.9	11.2	16.8	19.1	27.3	28.7	1,056,149	199,790	91,998	190,526	54,826	274,461	23,654	
SUBURBAN TOTAL	78.3	.0313	34.0	8.7	16.1	21.6	26.8	28.1	135,785	44,354	9,421	5,078	5,584	21,815	3,957	
VICTORIA	75.9	.0304	30.4	10.7	17.9	20.5	21.3	26.2	500,986	121,725	44,464	70,375	25,586	110,678	10,073	
Victoria	75.9	.0304	30.4	10.7	17.9	20.5	21.3	26.2	500,986	121,725	44,464	70,375	25,586	110,678	10,073	
• Victoria	56.8	.0227	30.3	11.2	18.1	19.8	21.6	20.0	488,124	118,506	42,779	68,837	25,373	109,757	10,041	
SUBURBAN TOTAL	19.1	.0077	30.9	9.0	17.4	22.6	20.2	6.2	12,862	3,219	1,685	1,538	214	921	32	
WACO	191.8	.0768	33.0	13.6	15.0	18.4	28.6	71.1	1,274,011	284,877	140,021	191,815	47,173	233,255	27,148	
McLennan	191.8	.0768	33.0	13.6	15.0	18.4	28.6	71.1	1,274,011	284,877	140,021	191,815	47,173	233,255	27,148	
• Waco	106.1	.0425	31.9	17.1	14.9	15.4	30.1	40.5	956,711	187,489	112,560	143,537	39,245	175,816	18,038	
SUBURBAN TOTAL	85.7	.0343	34.2	9.3	15.3	22.2	26.6	30.6	317,300	97,388	27,461	48,278	7,928	57,439	9,110	
WICHITA FALLS	125.9	.0504	32.2	13.4	16.9	20.2	25.1	46.5	885,133	134,597	112,303	154,886	39,923	206,998	23,595	
Wichita	125.9	.0504	32.2	13.4	16.9	20.2	25.1	46.5	885,133	134,597	112,303	154,886	39,923	206,998	23,595	
• Wichita Falls	99.0	.0396	31.5	14.5	17.5	19.0	25.0	36.8	760,038	112,122	96,837	124,762	38,883	177,316	17,479	
SUBURBAN TOTAL	26.9	.0108	35.0	9.5	14.2	24.7	25.4	9.7	125,095	22,475	15,466	30,124	1,040	29,682	6,116	

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S. A. Light

Daily

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Daily

And now the Audit Bureau of Circulations has confirmed (see source) that the San Antonio Light's remarkable annual growth of 11.6% in daily circulation makes us #1 in the nation among newspapers with daily circulation above 175,000, a growth trend far outstripping that of the other San Antonio daily.

SOURCE: ABC, Las Vegas Report for six-month period ended 3-31-90 and ABC Publishers Statement for six-month period ended 3-31-89 and 3-31-87. Calculations by Light Research Department.

San Antonio Light

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METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thou- sands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
OTHER COUNTIES																
Anderson	47.9	0192	32.6	13.7	18.8	16.9	28.7	14.5	218,502	52,697	18,496	26,315	7,440	47,209	10,512	
Andrews	15.3	0061	30.1	10.7	15.8	20.9	21.3	5.0	59,362	17,379	4,160	3,981	1,249	18,196	2,898	
Angelina	69.9	0280	32.1	9.6	16.2	20.3	25.1	24.4	425,068	107,975	30,185	54,743	16,888	104,913	14,466	
Arañas	18.2	0073	37.8	7.7	12.8	19.3	34.6	-6.8	95,161	35,353	8,714	9,808	3,089	11,387	1,852	
Archer	8.3	0033	35.6	8.6	14.5	21.5	29.5	3.0	15,333	4,580	1,323	213	354	3,305	469	
Armstrong	2.1	0008	40.5	6.1	12.6	21.1	37.3	.8	4,080	964	696	18	68	810	141	
Atascosa	31.1	0125	32.1	8.6	14.4	19.7	26.1	10.4	121,230	43,900	8,135	15,542	1,690	14,985	1,692	
Austin	20.8	0083	37.6	7.5	13.8	19.2	34.5	7.6	101,043	19,558	6,833	13,591	1,011	24,729	4,174	
Bailey	7.9	0032	32.4	9.3	13.2	20.5	26.0	2.7	26,960	10,455	1,975	1,785	971	4,918	338	
Bandera	10.2	0040	42.4	6.1	11.9	20.8	39.6	4.0	32,747	15,556	2,628	205	329	6,006	17	
Bastrop	38.3	0154	35.5	8.5	14.7	18.7	31.9	13.9	133,559	41,875	9,532	13,245	2,423	37,195	3,086	
Baylor	4.5	0018	43.9	6.3	11.7	18.4	42.9	1.8	19,335	6,565	1,831	845	371	3,903	879	
Bee	27.2	0109	29.6	11.9	16.5	18.6	22.5	8.9	121,988	27,620	10,244	12,833	3,860	35,685	3,285	
Blanco	6.2	0025	41.3	6.8	12.2	19.3	39.6	2.7	12,564	3,891	2,341	295	655	1,357	304	
Borden	.9	0004	35.2	7.7	13.2	22.1	28.0	.3	646	617	4	1	2	7		
Bosque	15.1	0060	45.6	6.1	11.3	17.0	45.9	6.4	48,090	16,391	2,388	1,419	804	7,577	2,462	
Brewster	8.0	0032	30.8	16.5	15.9	17.3	25.9	3.0	46,113	10,829	5,407	3,539	1,158	11,374	2,334	
Briscoe	2.1	0008	36.6	7.4	13.9	18.3	33.8	1.0	5,126	2,313	318	19	74	604	7	
Brooks	9.0	0036	32.4	9.4	13.4	19.2	27.3	2.7	37,494	13,548	2,813	3,977	1,245	6,159	615	
Brown	35.9	0144	35.7	9.8	14.3	18.5	32.5	13.8	178,319	49,028	17,408	29,284	5,998	27,717	7,169	
Burleson	14.8	0059	38.0	8.4	12.6	18.1	35.7	5.3	36,999	8,770	2,642	6,889	323	10,786	893	
Burnet	25.5	0102	43.1	6.2	11.8	17.6	42.5	10.4	150,412	32,417	13,381	34,685	4,199	23,810	3,167	
Caldwell	28.6	0114	31.6	12.5	14.1	16.8	28.4	9.4	95,519	36,293	7,097	9,264	2,380	16,401	2,208	
Calhoun	21.1	0085	31.6	10.1	15.4	21.8	22.8	7.4	79,688	29,953	7,402	4,998	2,939	13,968	2,010	
Callahan	13.0	0052	39.4	7.0	12.8	21.3	35.3	4.8	35,782	12,269	3,058	1,452	450	12,093	1,147	
Camp	10.4	0042	36.1	8.0	14.5	17.9	33.5	4.1	68,500	19,382	3,365	1,233	3,999	14,608	3,077	
Carson	6.6	0026	35.8	7.6	14.3	21.6	29.7	2.4	21,688	7,850	2,050	44	174	3,035	296	
Cass	31.0	0124	35.8	8.0	13.9	20.0	31.2	11.1	141,679	50,108	10,527	10,746	4,977	23,417	3,627	
Castro	10.3	0041	28.1	8.5	15.3	20.1	19.4	3.3	26,891	10,121	1,534	702	365	3,601	1,067	
Chambers	21.7	0087	30.6	9.5	18.4	21.5	20.5	7.5	65,001	23,298	5,885	1,458	452	18,045	1,691	
Cherokee	41.1	0165	37.2	8.6	13.8	19.1	34.0	14.8	193,846	51,694	12,074	17,159	4,675	53,477	6,113	
Childress	6.3	0025	41.3	7.0	12.0	18.6	39.5	2.5	34,741	10,915	3,314	712	1,247	3,404	1,178	
Clay	10.1	0040	39.1	7.9	12.7	21.8	34.5	4.1	27,611	8,305	2,064	197	145	3,467	705	
Cochran	5.0	0020	30.8	9.0	13.1	20.5	24.0	1.6	9,534	1,892	711	17	426	4,302	412	
Coke	3.3	0014	45.7	6.4	10.1	18.9	44.3	1.3	12,053	3,381	474	151	42	6,671	5	
Coleman	10.0	0040	44.2	6.7	10.9	16.5	44.3	4.1	34,828	12,589	2,050	1,508	500	7,199	1,120	
Collingsworth	4.2	0017	39.3	7.3	12.3	16.9	38.1	1.7	11,604	4,323	903	1,403	236	1,226	271	
Colorado	19.3	0077	37.9	8.4	13.4	18.8	35.1	7.2	104,560	30,571	12,142	7,410	1,939	21,207	2,497	
Comanche	12.9	0052	42.5	6.3	11.8	18.8	41.2	5.0	59,954	23,719	3,608	3,072	1,864	12,001	1,270	
Concho	2.8	0011	41.0	6.2	12.8	16.1	41.1	1.1	12,739	1,928	778	983	73	6,393	199	
Cooke	31.2	0125	34.3	9.8	15.1	18.8	30.2	11.6	187,941	46,743	18,735	19,737	4,676	36,258	6,185	
Cottle	2.4	0010	41.2	6.7	11.8	18.3	39.9	1.0	13,937	5,595	676	604	242	2,928	815	
Crane	4.4	0017	30.2	10.0	15.2	20.2	22.6	1.6	17,980	7,472	778	1,253	213	3,839	614	
Crockett	4.3	0017	30.9	9.3	15.9	21.4	22.1	1.5	21,005	4,542	1,530	490	422	3,451	455	

DAILY - 183,958

UP
5,263
DAILY

SOURCE: A.B.C. Publisher's Statement 9-30-89,
A.B.C. Fas-Fax 3-31-90

6 MONTH
CIRCULATION
GAINS

SUNDAY - 271,038

UP
5,323
SUNDAY

Mathematical computations
Express-News Research Dept.

San Antonio Express-News

Avenue E and 3rd St./P.O. Box 2171/San Antonio, Texas 78297-2171/512-225-7411

TEXAS (cont.)

POPULATION—12/31/89



S&MM ESTIMATES

RETAIL SALES BY STORE GROUP—1989



METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop	% of Population by Age Group				House- holds (Thous- ands)	Total Retail Sales (\$000)							
				18-24 Years	25-34 Years	35-49 Years	50 & Over		Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish- Appliance (\$000)	Auto- motive (\$000)	Drug (\$000)		
Crosby	8.2	.0033	33.5	9.0	11.4	20.1	28.1	2.8	16,301	7,495	976	1,240	232	3,003	672	
Culberson	3.3	.0013	27.8	9.9	14.9	20.8	18.5	1.0	27,983	4,624	2,388	188	301	4,546	176	
Dallam	6.4	.0026	32.5	8.7	15.3	19.7	26.5	2.4	33,159	7,846	3,738	2,348	177	10,205	1,698	
Dawson	15.4	.0062	32.8	8.6	14.2	19.1	27.8	5.3	68,619	21,784	4,801	3,737	1,260	14,218	2,717	
Deaf Smith	20.4	.0081	28.7	9.0	15.8	19.8	20.2	6.5	87,712	25,946	8,732	4,357	2,282	21,736	2,090	
Delta	4.8	.0019	44.3	5.9	10.1	17.1	45.3	1.8	12,532	4,430	749	232	184	2,520	18	
De Witt	19.1	.0076	39.9	7.5	12.8	16.8	38.8	7.1	73,545	25,107	6,080	6,360	1,629	14,232	4,516	
Dickens	3.0	.0012	41.3	6.7	11.0	17.8	40.3	1.2	10,303	6,193	811	463	41	819	221	
Dimmit	11.6	.0047	28.0	9.5	15.3	16.7	22.6	3.3	30,046	11,011	2,683	6,607	208	2,129	827	
Donley	4.0	.0016	41.9	9.4	11.1	17.6	41.6	1.6	17,859	3,293	1,368	431	514	9,481	1,114	
Duval	13.1	.0052	32.0	9.0	13.0	17.6	28.5	4.1	22,905	8,686	1,666	1,171	421	3,190	481	
Eastland	19.4	.0078	41.7	10.1	11.7	16.9	41.0	7.8	94,969	30,250	7,865	10,394	1,817	23,059	3,773	
Edwards	1.9	.0007	34.4	6.1	12.9	20.8	28.5	.7	6,655	2,829	143	169	32	536	4	
Erath	26.0	.0104	36.1	14.1	13.6	17.2	34.2	10.5	174,401	41,605	17,873	16,467	3,477	39,259	6,950	
Falls	17.6	.0071	41.9	7.7	11.6	15.2	41.3	7.1	47,485	17,991	2,915	7,447	1,160	3,884	1,757	
Fannin	25.0	.0100	41.9	6.9	11.8	18.8	40.4	10.1	116,740	30,538	7,053	9,290	1,754	33,866	4,340	
Fayette	20.2	.0080	43.7	7.4	12.2	16.3	43.6	8.2	126,436	42,132	13,924	11,911	1,926	23,442	2,724	
Fisher	5.5	.0023	40.3	6.4	11.6	18.5	38.6	2.1	12,056	5,406	745	448	492	2,370	972	
Floyd	8.9	.0035	34.4	7.9	12.4	19.5	29.7	3.0	31,318	9,722	1,506	415	151	8,842	1,673	
Foard	2.0	.0008	43.7	6.2	11.6	17.5	42.9	.9	2,973	1,685	201	4	14	428	107	
Franklin	7.9	.0031	39.2	6.9	13.5	19.0	36.7	3.1	26,659	8,828	1,847	991	1,417	3,551	1,622	
Freestone	17.2	.0069	38.2	7.6	13.2	17.0	36.9	6.3	55,966	15,832	6,490	1,522	647	17,163	1,700	
Frio	14.6	.0059	28.3	9.1	14.3	17.7	27.7	4.3	41,023	10,949	2,351	5,998	1,459	5,108	1,246	
Gaines	14.2	.0056	29.8	9.5	14.8	20.8	21.5	4.6	41,379	15,793	3,639	5,993	1,748	8,220	2,068	
Garza	5.1	.0020	34.1	8.5	13.5	20.0	28.9	1.8	18,332	7,127	1,377	506	724	3,387	543	
Gillespie	16.4	.0066	42.8	6.5	11.7	18.6	41.7	6.7	101,188	31,926	9,530	4,434	4,912	16,563	2,856	
Glasscock	1.4	.0006	28.7	8.6	15.4	19.9	20.3	.4	1,677	876	144	11	41	117	5	
Goliad	5.7	.0022	35.7	8.2	13.6	18.6	32.4	1.9	15,799	5,419	1,743	724	246	3,240	9	
Gonzales	17.9	.0072	36.8	8.1	12.7	17.5	34.8	6.5	67,938	17,693	5,039	9,495	1,017	14,082	1,775	
Gray	24.3	.0097	36.4	8.9	14.4	20.8	31.2	9.6	133,689	24,288	11,700	19,664	6,554	25,370	5,387	
Grimes	18.4	.0074	39.9	7.9	12.8	15.8	39.8	5.6	58,660	13,848	3,693	9,166	308	16,605	1,406	
Hale	37.0	.0148	31.3	10.0	14.9	19.3	25.2	12.5	190,150	49,746	19,277	31,928	5,819	41,388	7,229	
Hall	4.6	.0018	40.2	6.5	12.2	17.8	39.3	1.7	13,969	6,092	1,359	395	258	1,614	532	
Hamilton	8.3	.0034	47.4	5.9	10.6	17.2	47.2	3.5	26,152	11,388	1,275	504	955	3,749	1,389	
Hansford	6.2	.0024	33.2	8.6	16.0	23.2	24.0	2.3	26,822	8,353	1,161	1,530	396	7,979	1,083	
Hardeman	5.8	.0024	41.2	6.7	11.2	17.3	40.6	2.2	16,862	7,094	2,449	585	193	3,271	354	
Hartley	4.1	.0017	35.3	6.1	15.0	23.4	27.1	1.3	11,410	4,668	86	6	1,180	3,807	3	
Haskell	6.8	.0027	42.8	6.7	11.0	17.0	41.8	2.5	35,408	10,634	1,732	1,878	1,072	12,715	1,788	
Hemphill	5.1	.0020	29.8	11.4	17.6	19.4	21.4	1.7	17,427	4,520	1,212	186	257	2,278	1,479	
Henderson	56.5	.0226	39.8	7.8	12.1	19.9	36.9	22.3	271,533	56,590	18,272	35,553	6,471	44,609	13,679	
Hill	27.3	.0109	41.5	7.4	11.9	17.6	40.6	10.7	149,207	33,886	12,614	10,306	2,889	40,188	4,275	
Hockley	24.2	.0097	29.4	12.3	15.1	19.4	22.2	8.1	106,638	36,185	7,249	9,613	557	29,291	3,809	
Hood	31.4	.0125	37.8	8.2	14.9	20.2	33.7	12.3	204,430	51,889	13,707	16,518	8,831	54,677	10,043	
Hopkins	30.0	.0120	36.4	8.3	14.9	19.0	32.9	11.6	202,176	46,607	15,325	16,314	5,601	50,729	6,318	
Houston	24.7	.0099	36.8	7.9	13.7	18.4	34.0	8.8	85,683	23,986	4,600	6,985	2,458	22,450	4,085	
Howard	33.4	.0134	35.2	9.4	14.8	21.5	28.8	12.6	187,042	45,564	16,468	18,479	5,752	40,254	8,559	
Hudspeth	3.1	.0012	28.9	9.6	14.6	19.9	21.3	1.0	5,719	990	1,069	137	181	487	4	
Hunt	68.6	.0275	35.8	10.6	13.7	21.5	29.9	26.2	371,014	100,273	36,160	37,460	12,815	65,287	10,018	
Hutchinson	25.9	.0104	35.0	9.2	15.2	19.3	30.8	9.8	112,941	39,145	9,625	6,219	3,058	21,431	7,734	
Irion	1.7	.0006	35.7	7.8	13.9	21.6	29.4	.5	2,360	952	140	3	12	33	1	
Itasca	7.3	.0030	38.3	8.0	14.0	18.6	35.8	2.8	21,592	8,539	2,544	515	174	3,253	1,190	
Jackson	12.8	.0051	34.6	9.2	14.1	19.9	29.6	4.6	52,756	19,645	3,277	5,172	1,604	10,799	1,550	
Jasper	34.1	.0136	34.7	8.2	13.9	20.3	29.3	12.2	173,005	51,453	10,380	17,129	5,742	33,403	5,547	
Jeff Davis	1.8	.0008	36.1	7.4	14.8	21.0	30.7	.6	6,243	4,145	580	90	45	451	345	
Jim Hogg	5.4	.0021	31.5	8.7	14.1	18.5	26.5	1.8	19,129	8,197	1,764	908	360	4,271	503	
Jim Wells	38.3	.0154	30.2	9.7	15.4	19.3	23.4	12.3	154,674	41,381	11,923	17,249	3,420	35,178	4,765	
Jones	17.4	.0069	38.8	6.9	12.4	19.1	36.1	6.5	55,331	18,441	2,786	2,290	790	17,521	2,588	
Karnes	12.9	.0052	34.1	9.2	13.4	16.9	31.9	4.4	43,869	12,453	3,209	6,275	1,090	9,900	1,259	
Kendall	16.1	.0064	38.5	6.6	12.7	24.1	32.0	5.8	126,064	39,462	7,228	2,042	747	49,530	1,881	
Kenedy	.5	.0002	34.0	12.6	9.6	19.2	29.8	.2	1,196	516	342	342				
Kent	1.1	.0004	43.2	8.2	11.0	18.0	40.9	.4	3,567	663	34	404	24	1,697	2	
Keiser	36.8	.0148	43.4	7.3	11.9	17.4	42.7	14.8	224,261	53,545	21,641	30,903	7,296	36,448	8,219	
Kimble	.4	.0016	40.7	6.4	11.7	19.6	38.6	1.6	21,903	5,611	2,653	719	241	4,166	508	
King	.4	.0002	29.9	11.5	16.8	18.4	23.1	.2	752	53	120	5	21	62	2	
Kinney	2.7	.0011	35.9	7.1	13.1	16.2	34.8	.8	5,185	2,058	393	220	56	163	7	
Kleberg	32.1	.0128	27.0	17.0	18.0	17.4	18.1	10.5	153,985	53,105	20,246	12,304	4,652	25,204	3,367	
Knox	5.1	.0020	42.2	7.1	10.8	17.3	41.0	1.9	14,163	7,170	642	595	147	752	1,307	
Lamar	45.3	.0182	36.6	8.7	13.5	20.0	32.4	17.2	287,200	62,954	28,841	38,486	13,222	46,351	9,911	
Lamb	16.6	.0066	34.2	8.1	13.3	19.0	30.0	5.8	48,599	19,259	4,510	3,231	1,790	6,484	1,267	
Lampasas	15.0	.0060	36.8	7.3	13.9	21.2	31.5	5.8	58,606	15,975	4,978	2,605	1,492	12,451	2,133	
La Salle	5.5	.0022	31.0	8.8	13.9	18.8	25.5	1.8	19,695	5,212	565	2,999	161	921	678	
Lavaca	18.7	.0075	41.6	7.3	12.1	16.6	41.2	7.1	84,202	25,467	5,213	6,426	2,951	17,643	3,279	
Lee	13.0	.0052	36.4	8.5	12.8	17.9	33.9	4.6	59,113	20,152	4,608	7,891	3,729	8,406	2,031	
Leon	12.4	.0050	43.4	6.4	11.2	16.9	43.1	5.3	62,842	22,520	4,819	1,610	2,082	7,134	1,748	
Limestone	23.0	.0092	40.1	8.1	13.0	17.6	38.7	8.5	110,609	32,856	7,933	13,418	2,435	18,615	3,528	

METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish- ings/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Lipscomb	3.6	.0015	34.4	7.5	13.3	21.1	27.9	1.3	8,798	3,428	792	472	173	553	151
Live Oak	9.9	.0039	34.5	8.9	14.6	19.7	29.5	3.3	59,853	31,039	3,154	1,485	983	6,445	1,615
Llano	12.8	.0051	55.6	4.6	9.0	15.5	56.3	5.6	53,167	17,110	5,837	1,489	1,631	9,091	1,293
Loving	.1	.0001	45.0	10.0	8.0	24.0	44.0	.1	103	18	11	2	7	21	1
Lynn	7.6	.0030	33.6	8.4	12.3	20.3	27.9	2.5	13,270	5,036	785	394	90	3,416	663
McCulloch	9.2	.0037	42.0	6.3	11.8	17.0	41.4	3.7	63,641	15,945	4,268	8,347	4,815	12,135	1,255
McMullen	.9	.0004	38.5	8.3	13.0	21.9	33.5	.3	1,223	717	191	104	5	14	
Madison	11.9	.0047	29.9	23.2	10.9	14.8	29.7	3.6	46,217	12,783	5,139	5,298	1,076	6,412	2,420
Marian	10.6	.0043	38.3	8.1	12.3	18.7	35.6	4.2	30,322	9,261	1,885	376	309	8,361	732
Martin	4.7	.0018	33.8	7.6	13.3	21.3	27.2	1.5	24,499	5,363	1,406	144	23	11,805	620
Mason	3.5	.0014	43.9	5.7	12.2	18.0	43.2	1.5	20,104	5,815	5,261	1,104	736	2,403	277
Matagorda	42.4	.0170	31.1	10.8	17.1	19.4	24.0	15.3	194,931	65,824	16,348	13,911	6,635	43,975	6,485
Maverick	40.9	.0164	25.9	9.9	14.8	18.6	17.8	10.3	129,391	33,398	7,919	20,567	6,222	11,966	1,611
Medina	27.8	.0111	34.0	7.8	14.3	19.8	28.8	9.5	169,322	50,218	7,741	11,168	2,030	66,369	2,366
Menard	2.3	.0009	42.3	5.8	12.3	17.0	42.0	.9	4,473	1,901	278	12	46	374	104
Milam	24.1	.0096	37.2	7.7	13.0	18.3	34.6	8.7	101,952	37,039	5,171	10,201	1,267	24,276	4,225
Mills	4.4	.0018	47.3	5.9	10.5	17.0	47.2	1.8	17,255	4,616	1,069	565	722	3,754	849
Mitchell	8.6	.0034	37.6	7.3	12.8	16.7	36.3	3.2	40,859	15,399	2,589	573	1,229	6,639	2,183
Montague	17.9	.0072	41.3	7.3	11.8	19.0	39.6	7.1	77,554	24,997	4,870	9,746	2,054	16,089	3,885
Moore	17.7	.0071	30.5	9.3	16.4	21.2	21.4	6.1	89,631	25,749	7,075	12,534	3,064	14,589	3,059
Morris	14.6	.0058	34.2	9.1	15.2	19.8	28.9	5.3	36,216	14,607	2,105	1,364	778	8,004	1,964
Motley	1.7	.0007	44.7	5.8	12.7	14.8	44.8	.8	4,948	1,556	336	18	71	959	294
Nacogdoches	52.7	.0211	29.4	20.8	15.9	16.6	24.6	19.1	355,723	86,685	38,405	32,830	12,931	77,844	14,048
Navarro	39.2	.0157	38.0	8.2	13.5	18.3	35.6	15.1	242,652	57,508	17,085	24,306	7,672	38,298	6,236
Newton	13.8	.0055	33.6	7.9	13.9	19.8	28.2	4.9	26,880	13,882	1,236	944	306	3,474	683
Nolan	17.1	.0069	35.7	7.9	14.7	19.1	31.8	6.3	83,132	21,588	8,195	6,588	1,197	13,368	4,341
Ochiltree	9.3	.0037	31.1	10.7	17.6	20.4	22.8	3.3	46,643	15,698	3,593	3,194	766	9,264	2,245
Oldham	2.4	.0010	28.4	7.2	14.4	20.2	20.3	.7	6,200	1,690	656	7	30	1,202	3
Pala Pinto	25.0	.0100	36.7	8.6	14.1	20.3	32.2	9.6	135,513	34,376	15,105	14,675	4,119	31,336	4,919
Panola	22.9	.0092	35.9	8.9	14.1	19.8	31.5	8.2	93,490	20,401	6,441	7,880	1,547	32,138	5,720
Parmer	10.9	.0044	30.5	8.6	15.0	20.9	22.4	3.2	32,691	13,383	2,738	1,274	306	6,703	1,012
Pecos	15.8	.0063	28.9	10.0	15.7	20.7	19.7	4.8	69,896	24,946	5,008	10,454	1,467	7,453	1,664
Polk	31.9	.0128	38.2	7.4	12.6	18.3	35.9	12.1	168,080	46,010	13,987	21,818	6,714	31,945	5,803
Presidio	5.6	.0022	34.2	7.2	11.9	19.0	30.1	1.9	25,741	8,474	1,023	7,006	901	2,350	174
Rains	6.4	.0026	41.2	7.2	11.9	19.8	39.1	2.7	21,257	7,206	1,234	19	4,266	1,083	985
Reagan	4.6	.0019	27.2	10.6	18.4	18.0	17.7	1.4	20,118	4,910	2,828	1,034	75	5,313	260
Real	2.9	.0011	38.7	6.6	10.9	21.1	34.7	1.0	9,493	2,958	863	192	146	693	177
Red River	15.6	.0063	39.2	7.1	12.6	17.5	37.8	6.1	48,981	20,904	2,376	6,112	1,018	4,881	2,006
Reeves	15.1	.0060	28.6	9.7	15.3	19.4	20.8	4.8	60,168	16,417	4,262	7,931	2,480	12,699	2,744
Refugio	8.6	.0035	34.5	9.2	13.3	19.7	29.7	3.0	37,317	12,786	3,123	752	564	6,450	892
Roberts	1.1	.0004	34.2	6.4	15.1	22.3	26.6	.4	1,926	1,326	43	2	7	20	1
Robertson	15.4	.0062	39.0	7.5	11.6	15.7	38.8	6.0	53,142	20,823	3,110	5,386	764	12,440	1,952
Runnels	11.5	.0046	39.8	7.2	11.6	17.6	38.6	4.6	35,688	10,964	3,462	1,860	682	6,820	1,568
Rusk	43.8	.0176	36.5	8.2	14.5	18.3	33.5	16.0	139,084	40,319	10,691	16,629	5,759	21,066	5,255
Sabine	10.0	.0040	41.4	7.6	10.8	18.2	40.0	4.1	39,324	15,402	2,437	1,339	3,311	5,068	1,430
San Augustine	8.9	.0035	39.7	7.2	11.2	18.9	37.5	3.5	33,172	8,615	1,481	1,496	1,882	11,962	1,733
San Jacinto	15.6	.0063	36.4	7.2	13.1	21.2	31.0	5.9	35,019	17,326	1,692	87	341	6,085	33
San Saba	5.5	.0022	42.3	5.5	12.0	17.0	41.8	2.4	25,670	8,871	1,786	919	442	7,420	745
Schleicher	2.8	.0011	33.5	9.2	15.4	19.9	27.8	.9	4,817	1,768	341	412	37	106	4
Scurry	18.3	.0073	33.6	10.2	14.7	19.4	28.5	6.6	89,865	18,621	10,701	6,739	2,738	19,664	4,065
Shackelford	3.6	.0015	37.6	8.0	13.9	17.9	35.3	1.3	10,317	4,745	707	205	140	626	594
Shelby	24.7	.0099	38.2	7.8	12.7	19.0	35.4	9.5	94,653	25,795	4,451	9,176	6,078	14,117	6,300
Sherman	3.0	.0012	35.2	7.8	14.8	23.0	27.4	1.1	7,492	1,663	633	135	8	1,985	215
Somervell	5.4	.0022	33.0	9.7	17.4	18.5	28.0	2.2	19,625	9,702	2,345	655	385	487	116
Starr	39.0	.0156	26.5	9.5	13.4	18.9	19.7	10.2	99,041	41,984	6,732	3,840	6,274	10,320	904
Stephens	9.7	.0039	37.6	8.0	13.9	19.2	34.5	4.0	52,440	14,644	3,534	8,294	503	11,786	3,737
Sterling	1.5	.0006	33.2	8.7	14.9	18.5	28.7	.4	4,663	2,769	588	7	27	80	2
Storewall	2.2	.0009	42.1	6.9	11.5	18.7	40.4	1.0	5,530	2,769	361	11	41	139	362
Sutton	5.0	.0020	30.0	9.5	19.0	21.2	19.2	1.5	16,817	5,643	2,142	785	429	1,882	436
Swisher	9.1	.0036	34.2	8.2	12.7	20.4	28.6	3.3	29,415	10,932	2,330	1,065	609	6,242	2,371
Terrill	1.4	.0006	34.3	7.0	15.9	21.0	27.9	.6	4,848	334	653	738	71	137	7
Terry	14.5	.0058	31.7	9.2	13.9	20.3	25.1	5.1	61,183	19,100	4,086	5,440	349	17,357	2,780
Throckmorton	1.9	.0008	43.9	6.1	10.5	19.9	43.3	.9	4,132	1,265	403	14	56	522	223
Titus	24.2	.0096	34.9	8.9	14.7	18.7	31.1	9.0	167,819	25,428	17,580	25,449	6,271	39,582	7,110
Trinity	11.9	.0048	41.3	6.7	11.4	18.4	40.0	4.7	48,328	18,838	2,582	820	886	8,963	2,178
Tyler	19.4	.0078	38.7	7.1	11.7	19.6	35.6	7.2	66,876	19,713	3,006	11,132	1,847	17,764	2,517
Upshur	32.9	.0131	35.2	8.3	14.5	20.1	30.1	11.9	119,660	24,852	6,700	14,904	2,075	18,349	3,576
Upton	4.7	.0019	30.0	10.4	15.4	19.5	22.9	1.5	11,492	6,158	1,137	554	175	800	266
Uvalde	25.3	.0102	31.2	9.8	14.3	18.9	25.6	8.1	156,794	47,456	12,171	17,483	3,154	24,540	2,379
V&I Verde	42.3	.0169	27.8	10.9	16.9	19.3	18.5	12.7	171,837	43,670	17,964	25,517	8,317	31,296	1,823
Van Zandt	41.5	.0166	39.5	6.8	12.4	21.1	35.8	15.6	167,941	45,490	9,960	11,924	3,755	42,631	9,254
Walker	54.6	.0218	30.8	19.7	21.8	21.0	19.7	16.8	277,928	65,940	28,721	31,080	5,843	49,248	7,586
Ward	13.5	.0054	30.8	9.6	16.0	20.4	22.8	4.5	46,677	12,785	5,836	3,486	1,452	9,594	2,235
Washington	25.6	.0103	37.1	10.9	13.4	17.8	34.9	9.2	150,854	42,348	11,776	10,472	6,844	33,284	5,647
Wharton	40.4	.0162	33.2	9.7	15.0	19.0	28.3	14.4	201,161	54,719	15,036	14,001	6,960	57,022	6,358
Wheeler	7.2	.0029	38.3	7.7	12.8	19.5	35.2	2.8	29,756	10,720	2,516	689	798	5,348	1,245
Wilbarger	15.5	.0062	38.5	8.3	13.5	17.6	36.8	5.9	83,624	19,077	6,523	9,033	2,395	15,658	4,414
Willacy	18.5	.0074	28.3	9.5	14.4	17.1	23.3	5.0	53,859	19,877	2,775	5,137	1,952	12,899	2,326

METRO & COUNTY TOTALS

TEXAS (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merce. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Wilson	21.2	.0085	33.6	8.2	14.6	20.2	27.8	7.1	82,813	26,151	3,161	10,437	1,038	22,941	2,666	
Winkler	9.1	.0036	31.4	9.6	14.8	20.1	24.6	3.0	32,461	13,784	1,518	2,498	1,149	4,999	587	
Wise	36.3	.0146	36.1	8.2	14.3	22.3	29.4	13.0	232,503	51,790	12,909	15,306	1,597	107,087	2,973	
Wood	30.4	.0122	40.1	8.4	12.1	18.9	38.1	11.6	150,141	42,085	8,245	17,113	5,086	30,526	6,209	
Yoakum	10.0	.0040	29.7	9.9	16.8	20.4	20.7	3.5	35,687	17,538	1,961	1,386	678	6,969	410	
Young	19.1	.0077	38.1	8.1	14.1	19.2	35.0	7.7	99,262	29,416	6,770	14,192	2,668	19,167	2,902	
Zapata	9.0	.0036	33.7	7.9	12.1	16.0	32.4	2.9	17,080	7,423	2,112	769	227	2,049	363	
Zavala	11.9	.0047	27.2	9.3	14.6	16.5	22.1	3.2	21,633	11,985	1,248	377	901	2,627	706	
TOTAL METRO COUNTIES	13,746.9	5.5021	30.5	11.6	19.1	21.1	20.3	4,964.6	98,819,955	21,260,685	10,220,647	12,917,605	4,651,821	23,396,909	2,387,609	
TOTAL STATE	16,983.7	6.7978	31.2	11.2	18.1	20.7	22.3	6,128.1	113,376,293	25,450,719	11,379,217	14,303,907	5,066,355	26,444,621	2,881,296	

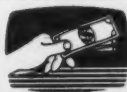
EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
ABILENE	1,292,035	20,195	27.5	27.6	12.9	10.0	.0435
Taylor	1,292,035	20,195	27.5	27.6	12.9	10.0	.0435
• Abilene	1,183,547	20,233	27.8	27.8	12.9	9.9	.0403
SUBURBAN TOTAL	108,488	19,779	25.0	25.0	13.4	11.1	.0032
AMARILLO	2,463,133	24,862	22.5	25.2	16.8	14.4	.0836
Potter	1,170,657	21,763	25.1	28.8	14.6	10.7	.0439
• Amarillo	2,098,493	24,913	22.5	26.4	16.5	15.3	.0722
Randall	1,292,476	28,491	19.8	29.5	19.5	18.5	.0397
SUBURBAN TOTAL	364,640	24,652	23.1	32.3	19.1	9.3	.0114
AUSTIN	9,797,231	24,569	22.2	25.2	16.1	17.6	.3131
Hays	635,797	20,608	25.2	23.6	13.1	14.8	.0206
Travis	7,728,104	24,375	22.6	25.0	15.5	18.1	.2493
• Austin	6,480,229	22,711	23.9	25.6	14.7	15.4	.2222
Williamson	1,433,330	27,881	18.6	26.7	20.4	16.3	.0432
SUBURBAN TOTAL	3,317,002	29,868	18.2	24.3	19.2	22.5	.0909
BEAUMONT—PORT ARTHUR	4,490,679	27,793	18.1	25.2	19.9	17.5	.1391
Hardin	438,105	26,655	17.3	29.5	20.0	12.4	.0130
Jefferson	3,015,802	26,702	18.9	24.9	18.9	17.0	.0970
• Beaumont	1,419,710	24,505	20.4	23.5	16.9	17.0	.0502
• Port Arthur	669,408	22,848	19.6	26.1	16.6	12.6	.0220
Orange	1,036,772	32,028	15.7	25.0	22.7	21.5	.0291
SUBURBAN TOTAL	2,401,561	31,143	16.1	26.3	22.9	19.4	.0669
BRAZORIA	2,528,932	34,746	13.7	24.8	25.4	24.2	.0711
Brazoria	2,528,932	34,746	13.7	24.8	25.4	24.2	.0711
SUBURBAN TOTAL	2,528,932	34,746	13.7	24.8	25.4	24.2	.0711
BROWNSVILLE—HARLINGEN	1,819,395	16,194	28.3	24.1	9.4	7.5	.0700
Cameron	1,819,395	16,194	28.3	24.1	9.4	7.5	.0700
• Brownsville	701,112	16,147	27.6	24.1	9.4	7.6	.0291
• Harlingen	444,536	16,751	28.8	24.6	9.8	7.8	.0188
SUBURBAN TOTAL	673,747	15,888	28.8	23.8	9.3	7.1	.0221
BRYAN—COLLEGE STATION	1,354,540	19,671	24.7	22.7	12.6	14.1	.0431
Brazos	1,354,540	19,671	24.7	22.7	12.6	14.1	.0431
• Bryan	760,272	21,842	24.1	25.6	13.1	15.2	.0235
• College Station	468,385	15,624	26.3	17.9	10.7	12.0	.0167
SUBURBAN TOTAL	125,883	24,014	22.6	23.8	17.6	16.0	.0029
CORPUS CHRISTI	3,592,958	22,312	23.8	26.8	15.8	12.0	.1204
Nueces	3,019,771	22,133	24.1	26.8	15.8	11.8	.1029
• Corpus Christi	2,782,355	22,469	24.1	27.1	16.0	11.8	.0950
San Patricio	573,187	23,296	22.1	26.6	16.5	13.0	.0175
SUBURBAN TOTAL	810,603	21,776	23.0	25.4	15.4	12.5	.0254
DALLAS	35,592,083	28,658	19.7	26.1	17.9	21.8	1.1368
Collin	3,655,577	40,764	12.4	19.4	20.4	38.1	.1080
Plano	2,016,998	49,041	8.0	16.8	21.9	48.7	.6643
Dallas	27,064,742	27,441	20.8	27.2	17.2	20.1	.8720
Carrollton	1,021,194	38,310	12.3	25.8	25.0	31.0	.0323
• Dallas	14,437,260	23,553	23.9	26.5	13.9	17.3	.4757
Garland	2,537,714	34,340	14.2	29.8	25.9	22.8	.0714
Grand Prairie	1,251,325	29,489	18.3	30.4	20.8	18.4	.0367
• Irving	1,996,592	30,355	19.2	30.7	20.4	20.5	.0696
Mesquite	1,182,619	33,123	15.3	30.2	25.0	21.1	.0440
DALLAS-FORT WORTH CONSOLIDATED AREA	53,334,107	28,420	19.8	26.6	18.1	20.9	1.6879
EL PASO	5,019,055	19,746	28.1	25.9	12.8	10.7	.1834
El Paso	5,019,055	19,746	28.1	25.9	12.8	10.7	.1834
• El Paso	4,468,310	20,026	27.3	26.0	13.1	11.0	.1668
SUBURBAN TOTAL	550,745	17,915	34.7	26.1	9.6	8.3	.0166
FORT WORTH—ARLINGTON	17,344,024	27,981	19.9	27.3	18.6	19.2	.5511
Johnson	1,105,459	26,656	20.0	28.2	20.0	14.1	.0339
Parker	751,213	25,258	20.6	26.9	18.6	14.2	.0234
Tarrant	15,487,352	28,268	19.9	27.3	18.5	19.8	.4938
• Arlington	3,982,625	32,022	17.6	27.3	20.8	23.8	.1243
• Fort Worth	5,554,433	22,852	23.9	26.7	14.6	14.9	.1856
SUBURBAN TOTAL	7,806,966	30,416	17.8	27.7	20.9	20.4	.2412
GALVESTON—TEXAS CITY	2,792,641	28,065	19.6	24.6	20.1	18.9	.0837
Galveston	2,792,641	28,065	19.6	24.6	20.1	18.9	.0837
• Galveston	722,297	20,835	24.4	24.1	15.1	12.6	.0228
• Texas City	519,066	30,528	18.4	25.6	23.5	18.3	.0158
SUBURBAN TOTAL	1,551,278	31,814	17.1	24.5	21.9	22.9	.0451
HOUSTON	42,321,791	28,008	20.0	27.0	19.2	18.8	1.3021
Fort Bend	2,778,604	34,722	13.9	25.3	25.4	24.2	.0739
Harris	37,601,480	27,621	20.5	27.0	18.8	18.7	1.1436
• Baytown	794,851	28,717	18.2	27.2	21.5	16.7	.0257
• Houston	22,417,275	24,576	23.3	27.3	16.0	16.0	.7358
• Pasadena	1,439,991	28,762	19.4	31.5	21.1	16.1	.0422
Liberty	551,283	23,606	19.1	27.9	16.9	11.9	.0167
Montgomery	2,083,450	29,132	17.7	28.3	20.9	18.0	.0595
Waller	216,974	22,658	19.8	26.2	15.7	12.9	.0084
SUBURBAN TOTAL	20,019,665	32,111	15.6	26.4	23.4	22.7	.5406
HOUSTON—GALVESTON—BRAZORIA CONSOLIDATED AREA	48,553,364	28,323	19.6	26.8	19.5	19.1	1.4569
KILLEEN—TEMPLE	2,551,508	20,126	29.7	27.0	12.9	10.4	.0813
Bell	1,876,091	19,532	29.9	26.1	12.9	9.9	.0633
• Killeen	624,433	17,924	36.5	25.9	11.7	6.7	.0244
• Temple	560,364	20,815	24.8	26.2	14.1	11.4	.0204
Coryell	675,417	22,265	29.2	30.1	13.1	12.5	.0180
SUBURBAN TOTAL	1,366,711	21,533	27.6	28.0	13.1	12.5	.0365
LAREDO	771,917	14,909	27.5	21.8	9.5	7.3	.0344
Webb	771,917	14,909	27.5	21.8	9.5	7.3	.0344
• Laredo	714,437	14,358	25.5	21.5	8.7	6.3	.0331
SUBURBAN TOTAL	57,480	59,429	24.0	36.2	51.2	61.8	.0013
LONGVIEW—MARSHALL	1,854,091	23,177	21.4	27.4	16.0	12.7	.0632
Gregg	1,258,713	23,415	21.8	28.0	15.9	12.8	.0453

TEXAS (cont.)
EFFECTIVE BUYING INCOME—1989


METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
• Longview	852,107	24,196	21.7	29.2	15.7	13.7	.0316
Harrison	595,378	22,688	20.5	26.3	16.3	12.5	.0179
• Marshall	247,576	19,975	22.3	24.3	13.8	11.8	.0091
SUBURBAN TOTAL	754,408	23,082	20.7	26.7	17.2	11.9	.0225
LUBBOCK	2,410,851	21,118	26.1	27.1	14.3	11.2	.0872
Lubbock	2,410,851	21,118	26.1	27.1	14.3	11.2	.0872
• Lubbock	2,065,487	21,147	25.9	26.8	14.3	11.5	.0771
SUBURBAN TOTAL	345,364	20,974	27.3	29.4	14.0	9.1	.0101
McALLEN-EDINBURG-MISSION	2,360,820	14,907	29.9	21.7	8.7	6.6	.0961
Hidalgo	2,360,820	14,907	29.9	21.7	8.7	6.6	.0961
• Edinburg	218,871	16,131	26.4	24.8	9.6	6.7	.0087
• McAllen	739,287	18,844	26.8	25.0	11.8	10.7	.0329
• Mission	211,807	15,219	32.1	22.3	8.4	6.6	.0082
• Pharr	171,618	14,459	32.5	20.5	8.4	3.9	.0084
SUBURBAN TOTAL	1,019,237	13,320	31.3	19.6	7.0	4.9	.0379
MIDLAND	1,592,517	28,142	19.8	27.5	17.0	21.3	.0460
Midland	1,592,517	28,142	19.8	27.5	17.0	21.3	.0460
• Midland	1,474,394	28,217	19.7	26.9	16.9	21.8	.0431
SUBURBAN TOTAL	118,123	27,523	20.6	34.6	18.1	15.7	.0029
ODESSA	1,537,935	26,283	21.3	29.2	17.5	15.7	.0475
Ector	1,537,935	26,283	21.3	29.2	17.5	15.7	.0475
• Odessa	1,232,861	26,445	20.8	28.3	17.9	16.2	.0385
SUBURBAN TOTAL	305,074	25,778	23.1	32.9	15.9	13.9	.0090
SAN ANGELO	1,166,479	22,029	25.0	26.2	14.6	13.7	.0363
Tom Green	1,166,479	22,029	25.0	26.2	14.6	13.7	.0363
• San Angelo	1,033,329	21,588	25.4	26.3	14.3	13.0	.0333
SUBURBAN TOTAL	133,150	27,056	20.8	26.2	16.9	20.6	.0030
SAN ANTONIO	14,048,167	22,522	23.9	27.0	15.0	13.6	.4729
Bexar	12,750,728	22,332	24.1	27.0	14.7	13.5	.4321
• San Antonio	10,000,800	20,601	25.6	26.7	13.3	11.3	.3603

EFFECTIVE BUYING INCOME—1989


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			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$49,999	(D) \$50,000 & Over	
Comal	659,848	25,224	23.9	25.8	18.1	16.5	.0206
Guadalupe	637,391	23,977	21.6	28.1	16.8	12.8	.0202
SUBURBAN TOTAL	4,067,367	30,822	18.1	27.6	20.9	21.7	.1126
SHERMAN-DENISON	1,173,397	23,174	23.1	27.0	16.5	13.2	.0394
Grayson	1,173,397	23,174	23.1	27.0	16.5	13.2	.0394
• Denison	286,023	22,158	22.5	27.0	15.6	11.8	.0096
• Sherman	400,431	23,933	23.9	28.7	16.8	13.2	.0161
SUBURBAN TOTAL	486,943	23,200	22.8	25.7	16.9	14.0	.0127
TEXARKANA	1,211,717	19,918	34.2	26.3	13.9	9.5	.0430
Bowie	812,421	19,509	24.6	26.4	13.6	9.1	.0302
• Texarkana	330,611	17,721	26.0	24.2	11.5	8.8	.0160
Miller, Ark.	399,295	20,810	22.9	26.5	14.5	10.5	.0128
• Texarkana	233,963	19,889	24.0	25.5	14.5	9.8	.0087
SUBURBAN TOTAL	647,143	21,411	23.0	27.9	15.1	9.9	.0183
TYLER	1,838,297	24,542	21.5	27.3	15.9	15.7	.0610
Smith	1,838,297	24,542	21.5	27.3	15.9	15.7	.0610
• Tyler	941,188	23,988	22.5	26.9	15.0	16.3	.0387
SUBURBAN TOTAL	897,109	25,136	20.4	27.6	16.9	15.1	.0223
VICTORIA	819,400	24,878	21.5	27.9	19.1	12.7	.0272
Victoria	819,400	24,878	21.5	27.9	19.1	12.7	.0272
• Victoria	613,640	23,616	23.2	26.5	18.8	12.0	.0224
SUBURBAN TOTAL	205,760	28,277	16.4	31.7	20.3	14.8	.0048
WACO	1,967,141	19,754	24.8	25.5	13.3	10.7	.0675
McLennan	1,967,141	19,754	24.8	25.5	13.3	10.7	.0675
• Waco	1,060,533	17,317	27.7	24.0	10.5	9.3	.0413
SUBURBAN TOTAL	906,608	23,584	21.0	27.6	17.0	12.5	.0262
WICHITA FALLS	1,360,680	20,621	26.1	27.1	13.9	10.5	.0463
Wichita	1,360,680	20,621	26.1	27.1	13.9	10.5	.0463
• Wichita Falls	1,077,872	20,015	26.9	26.8	12.9	10.4	.0376
SUBURBAN TOTAL	282,808	23,402	23.2	28.7	18.0	10.6	.0087

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METRO & COUNTY TOTALS

TEXAS (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$34,999	(D) \$35,000 & Over	
OTHER COUNTIES			A	B	C	D	
Anderson	406,834	19,032	22.3	25.0	13.4	9.7	0139
Andrews	168,453	27,178	22.4	27.4	19.6	16.1	0048
Angelina	733,349	23,246	21.1	26.9	16.6	12.8	0241
Aransas	201,996	20,549	26.5	24.9	13.9	12.7	0062
Archer	75,258	18,817	27.5	28.9	9.4	8.6	0021
Armstrong	30,556	28,417	22.3	21.7	19.0	22.0	0007
Atascosa	257,352	18,507	24.7	26.5	12.0	8.3	0086
Austin	264,821	24,040	19.3	21.0	16.7	19.3	0074
Bailey	57,629	13,947	32.5	20.8	5.5	7.3	0020
Bandera	113,951	20,806	25.8	25.4	13.9	12.8	0032
Bastrop	380,231	19,029	25.0	24.2	13.6	10.3	0110
Baylor	42,556	16,556	27.4	24.1	11.7	6.5	0014
Bee	240,975	18,584	27.7	24.5	11.4	10.2	0080
Blanco	73,581	18,125	28.8	24.8	11.1	9.4	0018
Borden	5,552	12,385	29.3	15.7	9.0	5.0	0002
Bosque	173,871	19,698	25.0	23.9	14.3	11.2	0047
Brewster	67,502	16,256	27.1	24.4	10.5	5.7	0024
Briscoe	18,145	12,159	30.2	17.9	7.3	3.8	0006
Brooks	54,482	13,376	29.0	17.1	10.6	4.0	0021
Brown	361,845	18,407	27.4	25.2	11.7	9.7	0115
Burleson	125,666	17,460	22.1	25.8	11.2	8.2	0037
Burnet	275,126	18,742	29.8	24.9	12.8	9.4	0089
Caldwell	219,277	15,831	28.0	22.8	10.2	7.0	0074
Callahan	232,225	25,667	20.6	27.8	17.0	14.2	0065
Callahan	110,212	17,580	25.6	27.3	11.2	5.9	0034
Camp	112,899	20,392	21.2	26.3	13.0	11.4	0039
Carson	82,933	27,717	19.5	28.6	18.5	17.6	0021
Cass	289,725	19,716	21.9	25.0	14.3	10.2	0094
Castro	67,425	14,865	32.3	23.4	7.1	6.2	0022
Chambers	234,005	26,033	19.4	25.1	20.0	14.0	0065
Cherokee	377,351	17,484	24.5	23.6	12.2	8.9	0124
Childress	51,951	14,066	30.9	22.0	8.2	5.1	0019
Clay	116,164	20,835	23.0	25.8	14.3	11.5	0030
Cochran	40,548	16,540	30.7	22.8	8.8	8.8	0012
Coke	34,574	17,815	27.1	20.8	15.2	9.3	0010
Coleman	97,495	17,314	25.9	25.6	10.8	7.7	0029
Collingsworth	44,119	16,974	24.8	22.1	9.3	13.3	0012
Colorado	186,296	17,263	22.7	23.3	11.9	9.5	0063
Comanche	121,126	15,255	28.2	19.7	9.3	9.4	0041
Concho	26,981	16,250	28.5	25.2	8.7	8.0	0008
Cooke	302,432	20,160	25.6	29.3	12.4	8.6	0104
Cottle	25,631	14,700	28.7	16.3	8.1	12.1	0008
Crane	50,005	26,781	22.0	27.7	21.3	12.1	0014
Crackert	43,159	21,543	22.4	28.5	12.1	12.9	0014
Crosby	52,103	12,560	33.1	15.9	6.2	5.5	0017
Culberson	20,334	14,867	33.4	24.0	9.1	3.6	0011
Dallam	54,545	17,109	29.0	26.8	8.1	6.3	0019
Dawson	135,373	18,450	27.0	25.6	11.7	9.0	0046
Deaf Smith	159,391	17,889	31.4	27.8	9.2	7.2	0055
Delta	43,992	16,571	24.7	24.0	10.0	9.3	0013
De Witt	181,645	17,122	24.0	21.7	11.8	10.5	0055
Dickens	20,416	11,407	30.4	17.9	5.5	3.6	0009
Dimmit	62,829	12,710	29.2	19.1	7.1	4.6	0023
Donley	33,053	13,510	27.3	22.4	5.9	6.3	0011
Duval	92,102	15,651	22.7	23.1	11.2	7.4	0029
Eastland	168,536	14,732	28.9	23.0	8.2	5.6	0058
Edwards	15,533	14,467	37.5	20.6	6.7	6.1	0006
Erath	295,140	17,930	25.7	24.6	10.2	10.7	0096
Falls	164,166	14,896	25.8	18.9	10.9	8.7	0047
Fannin	232,925	16,508	25.5	25.5	9.5	6.7	0076
Fayette	223,173	18,426	22.9	20.8	14.3	12.1	0072
Fisher	51,051	17,444	25.7	27.3	8.4	8.0	0015
Floyd	59,582	14,286	30.8	20.6	8.4	5.7	0021
Foard	17,525	12,364	29.9	16.1	5.3	7.4	0004
Franklin	85,290	18,951	25.0	24.8	13.6	9.7	0024
Freestone	171,152	17,774	21.9	20.7	13.2	11.9	0050
Frio	83,762	13,385	31.9	19.2	8.2	4.2	0032
Gaines	118,432	17,905	27.5	24.5	11.2	10.0	0036
Garza	52,483	19,763	27.1	24.0	12.9	12.6	0015
Gillespie	164,090	18,096	29.5	28.1	9.9	7.1	0056
Glasscock	9,101	14,867	31.7	20.5	6.3	9.5	0002
Goliad	35,219	21,216	22.8	24.8	15.3	12.4	0016
Gonzales	158,420	16,333	25.9	22.8	9.5	9.7	0050

EFFECTIVE BUYING INCOME—1989



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			A	B	C	D	
Gray	292,312	23,278	21.5	29.4	15.5	12.2	0067
Grimes	139,501	16,098	23.2	23.2	10.4	8.3	0046
Hale	285,936	16,405	29.7	24.1	9.3	7.0	0105
Hall	27,777	10,581	28.5	15.4	3.4	4.9	0012
Hamilton	84,150	15,817	27.4	22.8	10.7	6.7	0023
Hansford	63,385	20,342	25.3	28.3	13.0	9.3	0020
Hardeman	55,088	17,455	25.1	25.6	11.5	7.9	0016
Hartley	40,814	23,192	25.0	30.2	11.2	14.7	0012
Haskell	54,281	14,200	26.8	20.8	7.2	8.4	0019
Hemphill	45,280	20,923	26.6	32.6	11.4	8.1	0014
Henderson	592,278	19,285	25.8	26.8	12.1	9.5	0183
Hill	249,279	15,762	27.1	22.9	9.9	7.6	0086
Hockley	197,853	19,155	24.1	28.3	12.3	7.5	0069
Hood	435,594	27,729	20.8	24.6	19.4	19.1	0127
Hopkins	297,927	18,386	27.9	24.9	11.6	9.1	0104
Houston	226,353	15,477	24.7	19.8	10.2	10.5	0069
Howard	332,588	18,965	25.6	26.5	12.6	8.8	0109
Hudspeth	21,600	14,108	36.1	20.5	5.9	5.8	0008
Hunt	791,405	22,719	22.1	25.1	15.5	14.4	0240
Hutchinson	343,143	29,492	17.7	28.3	21.2	17.6	0092
Irian	16,005	23,300	20.4	27.6	13.4	16.4	0005
Jack	69,777	18,322	26.4	28.4	10.3	7.7	0020
Jackson	121,350	19,819	24.1	27.6	11.9	10.0	0038
Jasper	328,289	20,546	22.5	26.1	15.3	9.7	0107
Jeff Davis	13,797	14,720	34.8	21.0	7.0	6.0	0005
Jim Hogg	34,566	12,796	24.5	23.2	5.3	5.5	0014
Jim Wells	264,195	15,530	26.3	25.7	8.0	5.8	0097
Jones	153,232	16,099	25.8	24.4	8.5	8.1	0047
Karnes	106,753	17,011	24.0	22.8	11.8	9.6	0034
Kendall	173,511	21,769	23.7	23.3	15.3	14.6	0062
Kenedy	7,686	13,900	29.0	20.0	5.5	9.5	0001
Kent	8,257	14,000	29.9	20.6	10.7	4.8	0003
Kerr	467,841	22,448	25.2	29.0	13.6	12.9	0140
Kimble	34,452	16,657	25.7	29.6	8.8	5.0	0011
King	4,321	17,545	41.0	32.0	6.5	1.0	0002
Kinney	15,407	14,387	33.7	18.8	9.1	3.9	0005
Kleberg	271,387	17,640	26.2	23.3	12.3	9.1	0094
Knox	40,528	12,679	24.1	18.9	8.6	7.0	0013
Lamar	444,476	18,609	24.5	25.1	11.8	10.3	0155
Lamb	123,900	14,697	32.4	21.6	8.4	5.5	0039
Lampasas	135,616	16,469	30.6	23.3	8.9	8.4	0043
La Salle	36,473	12,585	26.7	16.7	9.1	4.9	0014
Lavaca	172,841	17,413	22.9	24.0	11.7	9.0	0056
Lee	105,742	15,846	24.7	22.5	12.4	6.5	0037
Leon	125,112	14,746	21.7	21.7	9.5	9.9	0040
Limestone	196,787	14,764	25.2	21.7	8.5	8.4	0068
Lipscomb	38,415	21,517	24.3	27.0	11.9	14.8	0010
Live Oak	80,043	17,587	26.8	25.2	10.9	8.6	0030
Llano	142,173	16,560	31.8	22.0	10.0	8.6	0041
Loving	2,379	8,906	2.0	10.0	3.0	3.0	0001
Lynn	49,232	14,038	30.2	21.3	8.1	4.8	0016
McCulloch	82,037	14,225	30.1	19.0	6.8	8.9	0031
McMullen	10,218	24,636	26.0	29.3	18.0	13.7	0003
Madison	111,266	18,333	23.0	20.6	13.2	12.9	0034
Marion	87,934	15,179	23.3	26.0	9.4	5.3	0027
Martin	46,614	21,895	25.6	24.6	12.9	15.1	0015
Mason	27,831	13,000	30.3	18.4	7.5	4.8	0011
Matagorda	572,760	32,237	15.7	22.0	23.2	21.9	0155
Maverick	183,603	12,434	32.5	19.5	5.5	2.8	0083
Medina	240,681	18,489	27.5	26.2	11.5	8.8	0088
Menard	13,913	11,026	32.5	15.3	4.6	1.9	0004
Milam	223,860	18,045	21.1	20.1	16.1	10.5	0072
Mills	41,966	17,000	28.9	25.1	10.2	6.6	0012
Mitchell	79,222	16,329	25.2	21.2	10.0	10.3	0026
Montague	148,912	15,083	29.6	23.7	8.8	4.7	0051
Moore	173,701	23,379	24.2	34.6	15.9	8.6	0055
Morris	135,111	20,898	20.2	27.9	16.9	6.9	0040
Motley	14,004	11,059	28.5	15.2	7.0	4.1	0003
Nacogdoches	491,271	16,894	26.8	23.4	10.1	9.5	0179
Navarro	378,050	16,760	26.6	23.2	11.2	8.8	0132
Newton	133,948	20,922	21.5	22.7	17.6	11.2	0035
Nolan	163,507	18,753	26.1	25.9	11.9	9.2	0054
Ochiltree	100,298	24,675	24.9	32.6	17.1	10.7	0031
Oldham	15,073	13,120	37.6	22.0	7.6	7.1	0005

TEXAS (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Palo Pinto	252,907	18,431	27.4	26.6	10.6	8.8	0082
Panola	231,884	21,952	21.6	26.3	16.7	10.4	0069
Parmer	193,341	45,865	8.8	17.8	17.2	45.7	0044
Pecos	126,850	21,379	26.8	30.0	16.1	7.0	0044
Polk	275,986	15,123	28.9	20.7	10.0	7.7	0096
Presidio	29,624	10,298	27.5	15.4	5.2	2.8	0014
Rains	63,368	15,900	25.2	26.5	7.1	6.6	0019
Reagan	40,493	22,968	25.4	34.4	13.6	9.3	0014
Real	17,343	11,451	32.5	15.2	4.7	4.9	0006
Red River	114,548	12,305	29.1	18.3	6.1	4.6	0039
Reeves	116,476	17,605	25.8	26.1	9.6	8.7	0040
Refugio	86,352	21,036	21.7	26.9	11.8	13.2	0027
Roberts	11,984	21,714	25.2	28.3	11.4	15.3	0003
Robertson	138,064	14,916	21.9	20.5	11.1	7.9	0043
Russell	110,160	17,232	26.3	25.7	10.3	7.4	0032
Rusk	476,140	23,093	26.0	27.2	14.9	13.9	0133
Sabine	88,946	14,504	26.0	21.7	9.8	5.4	0028
San Augustine	81,086	15,176	26.8	21.3	8.3	8.8	0025
San Jacinto	147,575	17,992	23.2	22.6	12.8	10.6	0041
San Saba	56,629	15,374	28.5	21.5	8.7	8.7	0017
Schleicher	23,706	18,565	26.6	26.4	11.9	8.3	0006
Scurry	199,524	22,621	24.7	29.0	12.4	13.8	0062
Shackelford	40,561	21,269	23.4	24.3	14.9	13.5	0011
Shelby	209,984	14,871	23.0	21.9	10.1	6.6	0068
Sherman	44,251	22,421	27.5	25.8	16.9	12.5	0010
Somervell	65,055	23,351	21.8	27.0	16.0	12.9	0017
Starr	160,129	10,266	26.6	16.2	4.2	4.0	0073
Stephens	97,202	17,657	26.9	26.1	11.1	7.3	0032
Sterling	9,703	14,636	30.1	21.4	9.3	6.5	0004
Stonewall	25,162	18,591	27.4	24.7	13.6	8.5	0006

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd EBI	% of Hhds. by EBI Group				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Sutton	40,733	19,474	26.9	31.0	11.3	6.3	0014
Swisher	63,927	13,971	31.8	21.3	5.9	5.7	0021
Terrell	19,260	22,875	18.0	22.9	14.2	16.5	0006
Terry	136,440	19,907	24.8	27.3	12.1	10.4	0043
Throckmorton	14,126	10,071	27.0	14.8	3.7	4.9	0004
Titus	251,918	21,688	21.0	26.8	15.1	11.6	0088
Trinity	101,375	14,517	23.7	23.4	9.3	6.3	0034
Tyler	179,071	17,433	24.7	24.8	11.6	8.4	0055
Uppshur	318,837	21,223	22.4	28.9	14.3	9.3	0095
Upton	40,986	20,448	25.0	25.1	13.5	12.2	0013
Uvalde	178,460	15,231	30.7	22.2	9.1	6.1	0074
Val Verde	320,186	17,014	30.6	24.5	9.6	8.0	0113
Van Zandt	396,111	18,453	26.1	24.9	13.6	8.4	0122
Walker	570,238	20,262	21.8	23.1	13.6	13.8	0179
Ward	123,726	22,378	22.8	29.5	14.7	10.6	0038
Washington	290,835	21,375	21.5	23.8	15.6	13.2	0091
Wharton	373,692	19,787	22.1	26.3	14.2	9.1	0123
Wheeler	71,662	16,788	24.7	24.1	10.2	9.1	0022
Wilbarger	152,023	16,458	24.9	22.0	11.3	9.5	0049
Willacy	94,695	11,689	29.0	16.9	5.8	5.4	0040
Wilson	167,890	17,828	26.2	27.2	10.2	7.3	0056
Winkler	78,541	22,443	20.5	31.8	15.1	8.1	0025
Wise	380,254	22,981	22.0	28.1	15.2	12.6	0128
Wood	301,380	18,452	25.2	25.2	13.4	8.6	0097
Yaakum	117,189	27,940	17.0	29.5	22.9	13.3	0032
Young	228,484	19,082	26.1	25.3	10.9	11.6	0066
Zapata	50,674	11,705	29.4	17.7	5.7	4.4	0018
Zavala	66,524	14,231	33.0	19.6	7.5	6.3	0024
TOTAL METRO COUNTIES	1,168,002,118	25,461	21.7	26.4	17.0	15.6	0.3765
TOTAL STATE	1,198,479,285	23,975	22.4	26.0	16.1	15.6	0.3534

Utah

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous.)	% of U.S.	Median Age of Pop.	% of Population by Age Group				House- holds (Thous.)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
PROVO-OREM	252.2	1.009	23.3	18.2	16.5	14.3	14.7	69.1
Utah	252.2	1.009	23.3	18.2	16.5	14.3	14.7	69.1
• Orem	63.3	0.253	22.6	12.0	18.2	15.3	12.3	17.4
• Provo	77.9	0.312	22.9	35.4	16.4	9.5	13.6	21.5
SUBURBAN TOTAL	111.0	0.444	24.6	9.8	15.5	17.1	16.8	30.2
SALT LAKE CITY-OGDEN	1,069.0	4.278	27.9	10.8	18.5	18.7	18.1	349.0
Davis	187.7	0.751	25.6	10.1	16.8	20.4	13.9	53.0
Salt Lake	720.9	2.885	28.1	10.9	19.2	18.4	18.3	241.1
• Salt Lake City	158.4	0.634	31.9	13.4	20.3	14.6	28.9	68.6
Sandy	71.9	0.286	24.5	6.3	24.6	18.8	6.1	18.8
Weber	160.4	0.642	29.1	11.3	16.4	18.3	22.0	54.9
• Ogden	68.2	0.273	30.7	13.3	16.4	15.3	27.8	26.5
SUBURBAN TOTAL	842.4	3.371	26.8	10.1	18.2	19.8	15.3	253.9
OTHER COUNTIES								
Beaver	4.9	0.020	32.3	7.3	12.9	16.3	30.3	1.5
Box Elder	38.7	0.155	28.1	8.6	14.0	19.3	21.1	11.4
Cache	68.2	0.273	24.9	17.7	17.0	14.9	17.8	21.2
Carbon	23.3	0.093	29.0	10.4	17.6	16.6	22.8	7.8
Daguerre	7	0.003	27.6	10.0	18.8	19.0	17.0	2
Duchesne	14.1	0.056	24.9	9.5	15.8	18.0	16.0	4.0
Emery	12.5	0.050	24.7	10.1	17.2	17.2	15.2	3.5
Garfield	4.0	0.017	31.4	8.4	15.1	17.6	27.0	1.2
Grand	7.6	0.030	28.8	10.3	18.4	20.5	18.0	2.7
Iron	19.4	0.078	25.1	14.7	15.2	16.5	18.4	5.9
Juab	5.7	0.022	29.4	7.8	14.8	16.4	25.3	1.7
Kane	5.1	0.021	30.8	5.9	14.4	18.1	25.8	1.6
Millard	12.8	0.051	29.2	7.0	13.5	16.1	26.0	3.9
Morgan	5.7	0.023	27.8	8.1	12.8	23.8	16.9	1.6
Piute	1.5	0.006	35.2	5.3	10.9	17.4	32.8	0.4
Rich	2.2	0.009	26.6	10.5	17.6	15.4	19.8	0.7

RETAIL SALES BY STORE GROUP—1989



	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
1,000,293	212,453	78,002	157,824	51,948	181,638	31,399	
1,000,293	212,453	78,002	157,824	51,948	181,638	31,399	
389,685	58,423	23,394	89,588	27,858	56,847	8,612	
316,588	61,763	26,964	34,990	14,016	77,779	15,685	
294,020	92,267	27,644	33,246	10,074	47,012	7,102	
6,719,424	1,411,860	627,836	849,581	418,208	1,571,889	105,161	
862,894	210,247	51,509	80,647	64,230	250,494	14,063	
4,779,131	950,101	501,011	592,230	300,870	1,078,784	65,636	
1,804,893	296,589	273,241	193,277	106,023	394,688	31,602	
303,015	69,431	26,410	45,129	17,644	29,068	1,714	
1,077,399	251,512	75,316	176,704	53,108	242,611	25,462	
731,498	120,991	49,151	153,537	29,074	158,792	17,354	
4,183,033	994,280	305,444	502,767	283,111	1,018,409	56,205	
18,145	5,000	1,695	181	430	361	772	
135,359	31,659	15,887	10,923	4,299	31,033	3,528	
272,309	62,738	25,700	33,453	16,739	41,829	10,290	
95,556	29,301	7,571	9,897	5,327	19,537	5,040	
2,494	446	127	1,112	12	26	1	
49,036	13,015	1,674	5,276	2,079	11,675	1,303	
23,208	4,980	2,849	1,119	356	1,184	236	
11,683	2,823	1,735	282	72	1,419	436	
30,787	10,578	2,786	1,207	736	2,967	708	
114,760	18,907	13,116	8,812	4,004	30,108	1,718	
23,985	7,379	1,494	21	287	3,855	8	
19,322	4,652	2,085	495	791	1,229	261	
39,122	9,970	2,476	729	1,903	5,992	1,060	
8,818	4,626	882	26	108	1,801	327	
2,370	874	90	466	36	100	4	
4,553	767	349	565	40	100	4	

METRO & COUNTY TOTALS

UTAH (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989

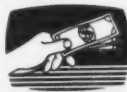


S&MM ESTIMATES

METRO AREA County City

	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobiles (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
San Juan	12.2	.0049	22.0	9.6	15.4	16.4	14.0	3.1	21,152	6,568	1,832	3,922	442	3,737	477
Sanpete	17.1	.0068	27.8	11.1	13.1	14.8	25.8	5.1	50,773	20,923	2,834	735	1,911	8,709	1,644
Sevier	16.3	.0066	29.4	7.7	14.2	17.2	24.8	5.1	79,666	13,329	5,129	5,582	2,113	20,358	1,593
Summit	14.9	.0059	29.0	9.0	21.6	20.8	16.3	5.1	125,068	39,952	23,899	153	2,528	5,859	2,669
Tooele	29.6	.0119	27.7	9.0	16.0	20.5	17.8	9.1	93,228	26,787	6,904	3,176	1,417	19,957	905
Uintah	24.0	.0096	25.6	10.2	17.4	18.7	15.0	7.1	88,338	21,536	7,357	9,083	1,288	20,867	1,183
Wasatch	10.5	.0042	27.8	8.6	16.8	17.4	20.6	3.3	29,112	8,724	3,620	1,019	609	2,969	2,328
Washington	45.4	.0182	28.5	9.6	13.3	14.7	26.6	13.6	277,918	61,589	20,717	17,341	18,688	78,830	6,574
Wayne	2.3	.0009	31.2	6.3	14.3	16.3	28.2	.6	4,433	2,135	486	386	123	314	11
TOTAL METRO COUNTIES	1,321.2	.5287	26.9	12.2	18.1	17.9	17.4	418.1	7,719,717	1,624,313	705,838	1,007,405	470,156	1,753,527	136,560
TOTAL STATE	1,719.9	.6884	26.9	11.9	17.4	17.7	18.2	539.5	9,340,912	2,029,931	859,132	1,123,366	536,494	2,068,343	179,642

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group					Buying Power Index	METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group					Buying Power Index
			A	B	C	D	E					A	B	C	D	E	
			(A)	(B)	(C)	(D)	(E)					(A)	(B)	(C)	(D)	(E)	
			\$10,000-\$19,999	\$20,000-\$24,999	\$25,000-\$29,999	\$30,000 & Over						\$10,000-\$19,999	\$20,000-\$24,999	\$25,000-\$29,999	\$30,000 & Over		

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Vermont

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
BURLINGTON	136.6	.0547	29.8	15.6	19.5	21.0	18.9	50.8
Chittenden	131.4	.0526	29.7	15.9	19.4	21.0	18.7	48.9
• Burlington	38.9	.0156	28.3	26.0	17.5	15.0	23.3	15.1
Grand Isle	5.2	.0021	33.3	8.0	18.4	20.9	25.9	1.9
SUBURBAN TOTAL	97.7	.0391	30.3	11.5	20.2	23.4	17.2	35.7
OTHER COUNTIES								
Addison	32.0	.0128	30.5	13.0	18.5	19.5	22.2	11.4
Bennington	36.1	.0145	34.5	9.7	16.0	20.4	28.8	14.4
Caledonia	28.6	.0114	33.0	9.6	17.2	19.2	27.4	11.0
Essex	7.2	.0029	33.8	8.3	16.0	20.4	27.7	2.7
Franklin	38.1	.0152	32.0	8.7	17.3	19.8	24.9	13.7
Lamoille	18.7	.0075	31.3	11.6	19.8	20.0	22.6	7.3
Orange	25.3	.0101	32.4	9.8	18.0	20.0	25.4	9.4
Orleans	24.6	.0099	33.0	8.3	16.8	19.4	27.3	9.1
Rutland	62.6	.0250	33.7	10.5	17.4	19.7	28.1	24.1
Washington	55.6	.0223	33.2	10.4	17.8	20.7	26.2	21.8
Windham	40.1	.0160	33.7	8.9	19.3	19.8	27.8	16.6
Windsor	56.7	.0227	34.9	8.3	17.7	20.9	28.9	23.1
TOTAL METRO COUNTIES	136.6	.0547	29.8	15.6	19.5	21.0	18.9	50.8
TOTAL STATE	562.2	.2250	32.3	11.2	18.2	20.3	24.8	215.4

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,256,207	273,293	146,152	117,809	66,399	230,375	30,259
1,237,298	271,704	144,214	116,289	66,201	222,992	30,071
372,697	56,687	56,997	62,146	16,025	22,798	9,445
18,909	1,589	1,938	1,520	188	7,383	188
883,510	216,606	89,155	55,663	50,364	207,577	20,814
204,370	44,390	18,380	12,656	3,004	55,729	7,200
448,530	79,641	38,788	22,010	19,702	84,094	10,079
186,128	46,055	15,131	14,694	8,115	45,393	5,042
11,040	3,086	2,643	30	127	1,053	11
269,154	73,428	16,312	15,317	10,749	69,398	7,999
144,464	40,802	20,129	9,562	3,826	12,076	5,803
132,424	37,928	12,771	2,784	2,146	17,428	3,875
171,998	42,494	12,047	16,358	4,572	48,298	5,734
586,125	121,007	62,463	44,116	23,554	141,689	15,807
474,039	95,801	39,644	33,112	24,035	117,077	10,878
444,869	92,017	45,767	20,265	23,485	84,012	10,906
399,685	87,244	43,548	13,634	14,492	122,704	5,898
1,256,207	273,293	146,152	117,809	66,399	230,375	30,259
4,729,033	1,037,186	473,775	322,347	204,296	1,029,326	119,481

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
BURLINGTON	1,944,335	29,307	19.8	26.9	18.1	22.6	.0625
Chittenden	1,879,083	29,424	19.6	26.8	18.1	22.8	.0607
• Burlington	500,912	22,595	25.1	26.8	12.8	15.7	.0172
Grand Isle	65,252	27,050	22.4	29.9	17.6	17.3	.0018
SUBURBAN TOTAL	1,443,423	32,526	17.5	26.9	20.4	23.5	.0453
OTHER COUNTIES							
Addison	373,888	25,004	23.9	31.5	16.2	14.2	.0118
Bennington	479,530	24,850	24.5	31.4	16.0	14.4	.0180
Caledonia	288,067	20,058	29.4	30.6	12.3	7.3	.0099
Essex	68,435	20,130	31.8	32.5	12.1	5.7	.0018

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group				Buying Power Index
			A	B	C	D	
Franklin	404,056	22,622	25.6	29.1	15.6	11.3	.0139
Lamoille	214,852	22,897	25.4	32.8	13.6	10.0	.0072
Orange	292,937	23,903	26.7	31.9	15.9	11.7	.0088
Orleans	233,680	19,286	31.1	30.1	10.3	7.6	.0085
Rutland	747,374	24,166	29.0	30.7	16.5	11.9	.0266
Washington	657,921	22,980	26.1	30.4	15.4	11.5	.0227
Windham	540,464	24,283	25.5	29.8	15.8	14.4	.0191
Windsor	685,933	23,022	25.7	31.8	14.6	10.9	.0221
TOTAL METRO COUNTIES	1,944,335	29,307	19.8	26.9	18.1	22.6	.0625
TOTAL STATE	6,931,472	24,343	24.6	29.8	15.8	14.1	.2329

Virginia

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thou- sands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
CHARLOTTESVILLE	128.0	.0511	31.0	15.8	19.8	19.8	22.2	49.2
Albemarle	65.1	.0260	30.4	17.4	19.9	21.1	19.7	24.7
Charlottesville city	41.2	.0165	30.9	20.3	20.0	16.7	25.1	16.8
• Charlottesville	41.2	.0165	30.9	20.3	20.0	16.7	25.1	16.8
Fluvanna	12.2	.0048	33.7	8.9	16.5	21.4	26.5	4.4
Greene	9.5	.0038	32.1	8.4	20.5	22.7	21.3	3.3
SUBURBAN TOTAL	86.8	.0346	31.0	15.2	19.5	21.3	20.8	32.4
DANVILLE	111.2	.0445	35.1	9.6	16.1	26.7	29.4	40.7
Danville city	44.9	.0180	37.6	9.6	15.3	19.2	34.3	17.7
• Danville	44.9	.0180	37.6	9.6	15.3	19.2	34.3	17.7
Pittsylvania	66.3	.0265	33.7	9.5	16.7	21.7	26.1	23.0
SUBURBAN TOTAL	66.3	.0265	33.7	9.5	16.7	21.7	26.1	23.0

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,063,350	227,625	93,575	116,395	57,462	199,772	33,482
194,281	35,354	14,248	48,641	5,562	13,703	2,362
831,404	178,335	77,227	66,930	51,264	180,304	30,593
831,404	178,335	77,227	66,930	51,264	180,304	30,593
17,091	7,258	783	108	148	2,647	103
20,574	6,678	1,317	716	488	3,118	424
231,946	49,290	16,348	49,465	6,198	19,468	2,889
648,638	159,647	61,454	87,518	30,353	134,417	32,155
546,612	127,331	51,850	81,779	27,768	118,004	26,120
546,612	127,331	51,850	81,779	27,768	118,004	26,120
102,026	32,316	9,604	5,739	2,585	16,413	6,035
102,026	32,316	9,604	5,739	2,585	16,413	6,035

METRO & COUNTY TOTALS

VA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thousands)	Total Retail Sales (\$'000)	Food (\$'000)	Eating & Drinking Places (\$'000)	General Mfg. (\$'000)	Furniture/ Furnish/ Appliances (\$'000)	Auto- mobile (\$'000)	Drug (\$'000)	
County City				18-24 Years	25-34 Years	35-49 Years	50 & Over										
LYNCHBURG	149.3	.0596	33.6	11.7	16.7	21.6	26.0	52.4	941,301	198,714	86,554	149,563	44,831	170,061	39,930		
Amherst	31.2	.0124	33.5	10.5	17.7	23.0	24.4	10.2	107,747	39,509	10,085	11,227	2,208	14,587	4,568		
Campbell	49.7	.0198	33.0	9.2	17.4	24.6	21.9	16.6	199,886	53,389	14,716	11,270	7,546	53,632	11,855		
Lynchburg city	68.4	.0274	34.1	14.1	15.7	18.8	29.8	25.6	633,668	105,816	61,753	127,066	35,077	101,842	23,507		
• Lynchburg	68.4	.0274	34.1	14.1	15.7	18.8	29.8	25.6	633,668	105,816	61,753	127,066	35,077	101,842	23,507		
SUBURBAN TOTAL	80.9	.0322	33.2	9.7	17.4	24.0	22.9	26.8	307,633	92,898	24,801	22,497	9,754	68,219	16,423		
NORFOLK-VIRGINIA BEACH-																	
NEWPORT NEWS	1,380.9	.5526	30.1	14.8	18.7	20.9	20.0	476.2	9,878,955	2,011,606	1,010,922	1,167,538	595,185	2,157,371	298,993		
Chesapeake city	146.4	.0586	31.3	10.0	17.8	23.4	20.1	48.8	963,304	210,375	75,886	109,966	22,862	277,483	32,011		
Chesapeake	146.4	.0586	31.3	10.0	17.8	23.4	20.1	48.8	963,304	210,375	75,886	109,966	22,862	277,483	32,011		
Gloucester	31.0	.0124	35.3	8.5	16.3	23.2	27.4	11.2	154,871	42,762	17,393	15,824	5,686	31,305	4,480		
Hampton city	129.8	.0520	30.8	13.8	17.5	22.6	20.1	45.9	1,312,934	206,586	94,328	144,167	77,882	237,591	33,818		
• Hampton	129.8	.0520	30.8	13.8	17.5	22.6	20.1	45.9	1,312,934	206,586	94,328	144,167	77,882	237,591	33,818		
James City	29.6	.0118	33.2	9.8	17.9	23.3	23.6	10.6	191,467	18,874	11,671	9	85,066	13,138	253		
Newport News city	165.5	.0663	30.8	13.0	19.3	20.4	21.4	60.4	1,160,712	202,454	90,834	166,554	48,237	326,338	28,155		
• Newport News	165.5	.0663	30.8	13.0	19.3	20.4	21.4	60.4	1,160,712	202,454	90,834	166,554	48,237	326,338	28,155		
Norfolk city	283.4	.1134	27.1	25.0	18.2	14.8	20.8	95.6	1,849,910	354,863	199,187	317,611	105,117	387,885	67,415		
• Norfolk	283.4	.1134	27.1	25.0	18.2	14.8	20.8	95.6	1,849,910	354,863	199,187	317,611	105,117	387,885	67,415		
Poquoson city	11.3	.0045	34.0	7.5	15.6	30.5	18.1	3.7	23,127	12,694	1,806	18	201	2,801	1,130		
Poquoson	11.3	.0045	34.0	7.5	15.6	30.5	18.1	3.7	23,127	12,694	1,806	18	201	2,801	1,130		
Portsmouth city	111.6	.0447	32.3	11.3	17.1	18.1	27.3	40.6	598,908	175,225	51,951	60,717	19,155	148,369	26,350		
• Portsmouth	111.6	.0447	32.3	11.3	17.1	18.1	27.3	40.6	598,908	175,225	51,951	60,717	19,155	148,369	26,350		
Suffolk city	54.3	.0217	34.4	9.1	15.3	21.2	27.8	18.6	251,386	51,432	14,613	13,262	7,021	59,468	10,237		
• Suffolk	54.3	.0217	34.4	9.1	15.3	21.2	27.8	18.6	251,386	51,432	14,613	13,262	7,021	59,468	10,237		
Virginia Beach city	362.1	.1449	29.6	12.7	21.0	23.9	14.8	123.0	2,869,210	606,841	343,697	306,030	186,851	620,034	77,044		
• Virginia Beach	362.1	.1449	29.6	12.7	21.0	23.9	14.8	123.0	2,869,210	606,841	343,697	306,030	186,851	620,034	77,044		
Williamsburg city	12.4	.0049	24.4	45.5	13.5	10.9	21.6	4.0	361,873	76,669	91,778	16,972	31,433	44,358	9,802		
Williamsburg	12.4	.0049	24.4	45.5	13.5	10.9	21.6	4.0	361,873	76,669	91,778	16,972	31,433	44,358	9,802		
York	43.5	.0174	32.1	8.7	17.3	28.0	17.0	13.8	141,253	52,831	17,778	16,408	5,654	8,601	8,298		
SUBURBAN TOTAL	274.2	.1096	31.9	11.1	17.3	23.8	20.8	92.1	1,835,895	414,205	216,312	159,197	150,922	377,686	55,974		
RICHMOND-PETERSBURG	855.0	.3424	32.8	10.6	19.4	22.0	23.6	312.7	6,755,285	1,345,520	802,154	863,661	317,751	1,566,078	229,489		
Charles City	6.8	.0028	31.2	10.9	17.5	21.9	21.5	2.0	5,017	1,019	1,510	1,122	103	271	10		
Chesterfield	194.1	.0777	30.9	9.0	21.0	26.1	15.2	64.9	1,540,846	233,267	117,885	196,532	69,536	456,990	40,708		
Colonial Heights city	17.3	.0069	36.1	8.9	15.3	25.0	27.0	6.1	122,060	33,941	13,539	15,574	3,878	19,290	6,876		
Colonial Heights	17.3	.0069	36.1	8.9	15.3	25.0	27.0	6.1	122,060	33,941	13,539	15,574	3,878	19,290	6,876		
Dinwiddie	22.0	.0088	34.1	9.9	15.9	23.3	25.3	6.2	22,872	11,271	3,059	47	439	2,415	616		
Goocland	13.8	.0055	34.6	9.2	18.0	24.4	24.9	4.4	49,314	19,316	1,451	2,583	3,076	12,159	1,713		
Hanover	60.3	.0242	34.3	9.3	16.4	25.4	23.4	20.1	390,667	91,910	34,456	19,331	25,014	60,366	14,464		
Henrico	207.6	.0831	33.7	9.8	19.6	22.1	25.3	80.7	1,757,647	359,699	141,930	425,918	87,791	278,854	54,331		
Hopewell city	24.0	.0096	33.1	10.4	16.7	21.0	25.8	9.1	154,212	35,243	15,988	25,371	3,925	21,745	8,161		
Hopewell	24.0	.0096	33.1	10.4	16.7	21.0	25.8	9.1	154,212	35,243	15,988	25,371	3,925	21,745	8,161		
New Kent	11.7	.0047	32.5	8.5	19.6	22.5	22.5	4.1	24,670	7,846	1,386	1,190	113	4,645	1,735		
Petersburg city	40.9	.0164	33.7	10.7	16.4	19.1	28.8	15.5	511,717	102,811	34,916	97,420	17,669	121,573	15,701		
• Petersburg	40.9	.0164	33.7	10.7	16.4	19.1	28.8	15.5	511,717	102,811	34,916	97,420	17,669	121,573	15,701		
Powhatan	14.7	.0059	31.6	9.1	23.3	24.4	17.6	4.1	35,037	13,270	1,092	333	479	13,731	1,966		
Prince George	26.5	.0106	27.6	16.3	21.4	22.2	11.9	6.6	35,672	4,164	7,983	20	290	14,843	9		
Richmond city	215.3	.0862	33.6	13.0	19.6	17.2	30.0	88.9	2,105,554	431,763	226,964	78,200	105,438	549,196	83,199		
• Richmond	215.3	.0862	33.6	13.0	19.6	17.2	30.0	88.9	2,105,554	431,763	226,964	78,200	105,438	549,196	83,199		
SUBURBAN TOTAL	598.8	.2398	32.4	9.7	19.6	24.0	20.9	208.3	4,138,014	810,946	340,279	688,041	194,644	895,309	130,589		



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VA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Meds. (\$000)	Furniture/ Furnish- ing (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
ROANOKE	229.6	.0918	35.2	9.3	17.5	21.6	28.7	89.2	2,032,328	365,889	180,719	266,955	108,063	456,455	64,893	
Botetourt	26.6	.0106	35.1	7.8	17.1	24.4	25.7	9.4	70,688	17,299	2,397	446	563	8,155	742	
Roanoke	78.0	.0312	34.8	8.6	17.8	25.6	24.0	27.6	332,374	104,194	33,325	24,517	23,647	30,690	9,847	
Roanoke city	100.9	.0404	35.8	9.5	17.6	17.8	33.3	43.1	1,164,535	163,124	115,596	220,993	67,640	228,531	38,462	
• Roanoke	100.9	.0404	35.8	9.5	17.6	17.8	33.3	43.1	1,164,535	163,124	115,596	220,993	67,640	228,531	38,462	
Salem city	24.1	.0096	35.3	12.2	16.7	21.8	28.5	9.1	464,731	81,272	29,401	20,999	16,213	189,079	15,842	
Salem	24.1	.0096	35.3	12.2	16.7	21.8	28.5	9.1	464,731	81,272	29,401	20,999	16,213	189,079	15,842	
SUBURBAN TOTAL	128.7	.0514	34.9	9.1	17.3	24.7	25.2	46.1	867,793	202,765	65,123	45,962	40,423	227,924	26,431	
OTHER COUNTIES																
Accomack	33.3	.0134	38.0	8.2	13.8	19.3	34.8	12.4	158,620	49,066	18,066	16,410	4,251	17,567	6,110	
□ Alexandria city	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503	
Alexandria	110.6	.0443	33.2	10.6	28.0	22.0	23.0	55.6	1,381,016	204,941	185,488	201,379	65,574	270,958	37,503	
Alleghany	13.8	.0056	34.4	8.1	16.1	23.7	25.3	4.5	12,480	2,131	1,323	1,119	194	5,483	7	
Amelia	9.0	.0036	34.7	9.0	15.3	22.4	27.1	2.8	18,572	5,510	700	1,178	458	4,028	1,512	
Appomattox	13.1	.0053	35.1	8.6	14.7	23.1	27.2	4.7	42,741	12,534	3,041	834	1,175	8,261	2,689	
□ Arlington	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429	
• Arlington	157.6	.0631	34.1	12.4	25.7	21.4	26.3	75.9	1,185,009	203,292	189,599	93,185	43,340	367,067	43,429	
Augusta	53.0	.0212	34.7	9.1	17.0	23.5	26.0	17.8	188,570	33,136	13,715	5,738	2,272	63,393	3,952	
Bath	5.5	.0022	36.4	8.9	16.0	24.0	28.3	1.8	15,505	3,704	1,418	1,339	393	434	263	
Bedford	43.4	.0174	34.4	8.0	17.6	23.3	25.7	14.5	40,630	10,827	3,261	94	1,523	6,716	1,388	
Bedford city	6.4	.0025	41.2	8.3	14.0	18.6	39.5	2.5	101,178	33,727	5,482	6,041	4,002	14,426	5,931	
Bedford	6.4	.0025	41.2	8.3	14.0	18.6	39.5	2.5	101,178	33,727	5,482	6,041	4,002	14,426	5,931	
Bland	6.6	.0026	33.8	9.4	20.0	20.8	26.8	2.2	20,222	2,359	662	41	160	10,366	16	
□ Bristol city	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3	212,482	40,279	18,444	23,150	12,218	45,775	7,470	
• Bristol	18.0	.0072	37.2	10.0	14.7	20.6	32.7	7.3	212,482	40,279	18,444	23,150	12,218	45,775	7,470	
Brunswick	16.1	.0065	33.7	11.4	14.3	18.8	29.4	5.1	43,830	15,230	3,090	2,308	1,414	10,001	2,081	
Buchanan	36.5	.0146	29.3	10.7	18.0	22.0	17.7	11.8	120,926	44,769	6,529	7,313	6,530	21,599	10,743	
Buckingham	12.9	.0052	34.5	9.1	14.8	19.3	30.0	4.1	33,711	10,882	1,474	2,490	577	10,444	745	
Buena Vista city	6.5	.0026	34.1	10.2	16.0	22.4	28.1	2.3	38,003	15,480	2,525	1,174	416	4,384	1,057	
Buena Vista	6.5	.0026	34.1	10.2	16.0	22.4	28.1	2.3	38,003	15,480	2,525	1,174	416	4,384	1,057	
Caroline	20.7	.0083	32.3	10.0	16.4	21.2	24.4	6.6	44,612	15,807	3,813	482	837	6,732	1,224	
Carroll	28.0	.0112	36.3	7.9	15.8	22.3	29.8	9.7	64,296	19,333	4,513	3,614	1,352	10,164	3,537	
Charlotte	12.0	.0048	36.0	8.6	13.3	20.3	31.0	4.1	23,138	7,317	1,372	243	660	5,546	1,832	
Clarke	11.4	.0045	36.3	7.1	17.0	22.5	29.7	4.1	22,817	8,029	2,828	1,245	922	2,001	480	
Clifton Forge city	5.1	.0021	40.9	8.0	12.8	18.0	39.8	2.0	25,656	10,021	2,514	607	206	3,328	3,297	
Clifton Forge	5.1	.0021	40.9	8.0	12.8	18.0	39.8	2.0	25,656	10,021	2,514	607	206	3,328	3,297	
Covington city	7.6	.0030	38.2	9.7	14.8	18.4	35.7	2.9	136,368	24,277	8,721	18,275	5,508	47,675	5,282	
Covington	7.6	.0030	38.2	9.7	14.8	18.4	35.7	2.9	136,368	24,277	8,721	18,275	5,508	47,675	5,282	
Craig	4.4	.0018	35.9	8.4	16.8	22.5	29.0	1.5	4,211	2,662	365	14	33	131	176	
Culpeper	26.5	.0106	34.2	8.5	16.6	21.8	26.8	9.0	174,150	44,922	15,677	24,616	9,094	30,379	8,088	
Cumberland	8.8	.0035	34.5	7.8	14.2	20.9	28.4	2.9	28,773	9,122	877	182	1,581	4,525	250	
Dickenson	20.1	.0081	31.3	9.8	16.8	21.2	22.5	6.8	56,574	16,479	3,905	7,801	1,150	12,023	3,868	
Emporia city	4.6	.0019	39.6	8.2	13.0	18.0	37.8	1.9	96,137	24,251	8,974	4,003	3,333	21,204	5,339	
Emporia	4.6	.0019	39.6	8.2	13.0	18.0	37.8	1.9	96,137	24,251	8,974	4,003	3,333	21,204	5,339	
Essex	9.5	.0038	35.8	8.1	15.8	20.1	31.2	3.2	87,705	20,442	7,539	6,614	4,482	14,583	7,401	
□ Fairfax	764.3	.3059	32.8	8.9	19.7	28.6	17.1	280.1	6,942,913	1,412,105	668,748	959,837	478,978	1,500,447	201,136	
Fairfax	764.3	.3059	32.8	8.9	19.7	28.6	17.1	280.1	6,942,913	1,412,105	668,748	959,837	478,978	1,500,447	201,136	
Fairfax city	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4	779,798	69,378	70,999	46,321	47,816	356,002	32,673	
Fairfax	20.2	.0080	32.6	12.3	19.8	24.6	20.7	7.4	779,798	69,378	70,999	46,321	47,816	356,002	32,673	
□ Falls Church city	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6	264,487	34,173	23,374	2,432	22,471	116,717	10,698	
Falls Church	9.6	.0039	37.6	7.8	20.8	23.5	31.2	4.6	264,487	34,173	23,374	2,432	22,471	116,717	10,698	
Fauquier	47.7	.0191	33.6	9.0	16.8	24.9	22.8	16.2	88,475	93,742	27,539	14,650	5,791	52,238	9,117	
Floyd	12.7	.0051	37.0	8.3	15.3	21.6	31.7	4.7	36,788	9,561	1,477	1,437	1,717	12,833	195	
Franklin	39.5	.0158	33.8	10.7	16.8	22.6	25.3	13.6	143,390	41,540	11,310	11,190	6,782	28,013	7,131	
Franklin city	7.9	.0031	34.6	9.6	15.3	18.3	31.0	2.7	91,012	26,761	5,027	12,179	5,110	16,947	5,484	
Franklin	7.9	.0031	34.6	9.6	15.3	18.3	31.0	2.7	91,012	26,761	5,027	12,179	5,110	16,947	5,484	
Frederick	40.9	.0164	32.7	8.5	17.9	24.7	21.3	13.4	139,147	24,578	13,499	7,224	4,836	38,138	1,455	
Fredericksburg city	21.0	.0084	33.9	17.7	15.7	17.3	31.0	8.4	545,568	90,118	76,207	72,019	20,228	104,979	16,881	
Fredericksburg	21.0	.0084	33.9	17.7	15.7	17.3	31.0	8.4	545,568	90,118	76,207	72,019	20,228	104,979	16,881	
Galax city	6.7	.0027	40.4	8.2	14.4	20.4	37.2	2.9	118,707	21,727	9,936	20,937	5,812	21,777	6,465	
Galax	6.7	.0027	40.4	8.2	14.4	20.4	37.2	2.9	118,707	21,727	9,936	20,937	5,812	21,777	6,465	
Giles	17.7	.0071	35.6	8.1	15.8	21.3	29.6	6.2	85,329	30,901	5,807	4,275	2,797	17,574	5,344	
Grayson	16.7	.0067	37.0	8.3	15.1	22.0	31.2	6.3	20,985	7,975	1,316	1,285	2,162	4,253	531	
Greensville	10.2	.0041	31.9	9.0	15.3	19.7	25.6	3.1	7,121	447	1,022	407	41	118	4	
Hallfax	29.8	.0119	34.9	9.0	15.7	20.9	28.8	9.7	60,439	22,600	2,993	2,939	2,117	6,128	2,202	
Harrisonburg city	29.5	.0118	27.8	30.2	14.5	15.6	23.9	9.9	438,740	79,408	32,089	82,296	38,006	86,361	15,500	
Harrisonburg	29.5	.0118	27.8	30.2	14.5	15.6	23.9	9.9	438,740	79,408	32,089	82,296	38,006	86,361	15,500	
Henry	60.7	.0243	33.7	9.4	16.4	23.1	22.8	21.3	199,772	53,801	14,623					

METRO & COUNTY TOTALS

VA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% of U.S.	Median Age of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
Lexington city	6.8	.0027	24.6	39.0	10.2	13.4	24.2	2.0	94,808	18,739	13,346	9,322	3,820	11,837	4,606
Lexington	6.8	.0027	24.6	39.0	10.2	13.4	24.2	2.0	94,808	18,739	13,346	9,322	3,820	11,837	4,606
□ Loudoun	77.9	.0312	31.9	7.5	19.8	27.0	16.8	26.6	673,637	170,484	62,069	26,483	25,208	175,989	20,854
Louisville	20.7	.0083	34.8	8.9	15.3	21.6	28.1	7.1	40,155	9,865	2,541	5,166	898	6,417	1,138
Lunenburg	12.1	.0048	36.3	8.2	14.3	20.1	31.9	4.2	36,227	10,969	1,661	1,757	997	4,955	3,112
Madison	11.5	.0046	35.3	8.4	16.1	20.9	29.5	4.0	36,860	8,434	1,899	884	796	4,000	1,104
□ Manassas city	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8	632,723	130,287	31,201	35,148	30,300	267,372	17,448
Manassas	22.8	.0091	29.3	9.8	23.9	22.1	14.3	7.8	632,723	130,287	31,201	35,148	30,300	267,372	17,448
□ Manassas Park city	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3	7,657	2,677	251	1,263	226	582	826
Manassas Park	7.4	.0030	26.5	11.6	21.1	21.3	10.8	2.3	7,657	2,677	251	1,263	226	582	826
Martinsville city	18.9	.0075	38.0	8.5	14.8	20.2	33.9	7.2	261,273	43,826	18,033	47,932	12,655	46,573	11,478
Martinsville	18.9	.0075	38.0	8.5	14.8	20.2	33.9	7.2	261,273	43,826	18,033	47,932	12,655	46,573	11,478
Mathews	9.0	.0036	42.5	7.1	12.2	20.2	40.6	3.8	21,744	8,000	1,208	388	1,075	3,298	1,384
Mecklenburg	30.0	.0120	36.0	8.7	15.2	19.9	31.5	10.7	160,754	35,868	14,685	14,381	8,076	33,896	7,534
Middlesex	8.9	.0036	42.2	7.0	12.9	19.2	40.1	3.5	37,761	15,798	3,049	851	1,826	4,625	1,978
Montgomery	70.1	.0281	25.9	29.5	17.0	17.6	16.9	23.9	530,990	105,020	50,051	56,795	24,178	150,313	10,497
Nelson	12.5	.0050	36.8	8.2	15.1	21.1	31.6	4.4	66,950	10,998	995	2,181	862	34,544	1,358
Northampton	14.8	.0059	37.5	9.7	13.1	18.2	34.8	5.6	52,716	21,150	4,534	2,359	1,203	3,596	5,198
Northumberland	10.4	.0041	43.6	7.6	12.1	18.2	42.2	4.2	32,724	10,348	1,315	1,399	469	3,626	2,189
Norton city	4.5	.0018	34.0	9.6	15.9	19.3	29.2	1.6	64,985	8,027	5,226	7,553	1,856	15,987	5,036
Norton	4.5	.0018	34.0	9.6	15.9	19.3	29.2	1.6	64,985	8,027	5,226	7,553	1,856	15,987	5,036
Norway	15.2	.0061	39.3	8.2	12.7	19.4	36.4	5.3	83,652	20,953	5,028	7,423	3,970	26,215	4,511
Orange	22.2	.0089	35.7	8.4	15.4	21.6	29.4	7.8	99,413	24,625	5,413	4,417	3,525	27,890	6,862
Page	21.6	.0087	35.7	8.3	15.9	21.9	29.3	8.0	159,647	29,664	10,902	7,217	3,642	85,994	4,725
Patrick	18.5	.0074	36.3	7.8	15.3	23.5	28.7	6.5	61,560	19,384	3,571	8,172	1,178	10,916	3,988
Prince Edward	18.2	.0073	29.8	22.4	12.4	16.6	27.0	5.3	129,575	30,712	17,316	13,491	11,081	26,480	5,875
□ Prince William	199.4	.0798	28.6	9.9	21.9	26.9	9.1	63.4	1,526,921	317,703	146,972	128,526	118,572	330,184	37,645
Pulaski	35.0	.0140	33.9	8.6	17.5	21.7	26.4	12.7	138,586	37,038	15,252	9,951	4,603	30,440	7,087
Radford city	14.1	.0056	24.6	36.3	12.3	15.0	20.7	3.9	117,449	21,701	10,527	10,136	7,449	31,239	5,485
Radford	14.1	.0056	24.6	36.3	12.3	15.0	20.7	3.9	117,449	21,701	10,527	10,136	7,449	31,239	5,485
Rappahannock	6.9	.0028	36.3	7.8	16.7	22.8	29.4	2.6	15,663	3,886	1,994	92	1,118	438	11
Richmond	7.6	.0030	37.2	8.8	15.0	21.6	31.8	2.8	57,181	16,162	2,146	11,442	3,487	5,983	5,199
Rockbridge	18.5	.0074	33.4	14.3	15.2	21.5	26.1	6.1	69,175	5,926	3,890	1,772	1,118	5,829	693
Rockingham	57.2	.0229	32.8	12.4	17.3	21.6	24.5	19.8	130,465	36,703	11,597	3,412	6,242	25,257	6,515
Russell	33.3	.0133	32.4	9.7	17.8	21.5	23.9	11.5	100,690	33,247	7,424	6,865	4,139	15,389	7,290
□ Scott	25.2	.0101	36.3	8.6	15.0	22.7	29.4	8.8	94,236	33,622	5,483	2,399	2,409	20,397	5,296
Shenandoah	31.1	.0125	37.1	8.2	15.6	21.5	31.7	11.8	186,756	45,189	15,197	6,772	5,559	44,001	6,387
Smyth	33.1	.0132	36.2	8.8	15.1	22.8	29.1	11.8	161,804	38,392	9,417	14,850	5,206	27,822	8,953
Southampton	18.3	.0074	33.6	12.4	15.4	20.9	26.9	5.4	35,680	13,203	1,346	510	1,076	11,827	1,093
South Boston city	7.1	.0029	37.5	7.3	15.3	19.2	34.2	2.6	100,713	17,641	9,930	15,348	5,474	18,301	6,837
South Boston	7.1	.0029	37.5	7.3	15.3	19.2	34.2	2.6	100,713	17,641	9,930	15,348	5,474	18,301	6,837
Spotsylvania	44.0	.0176	30.2	8.0	20.4	22.8	17.4	14.1	205,592	21,596	4,654	51,372	15,254	65,980	798
□ Stafford	58.2	.0233	30.7	9.4	19.2	25.6	16.2	18.1	295,152	79,458	34,969	11,390	11,305	51,788	9,337
Stanton city	22.7	.0091	37.6	10.9	15.6	21.3	32.5	8.3	236,976	48,552	21,389	51,651	10,450	32,911	11,175
Stanton	22.7	.0091	37.6	10.9	15.6	21.3	32.5	8.3	236,976	48,552	21,389	51,651	10,450	32,911	11,175
Surry	6.5	.0026	34.0	9.7	14.9	19.4	29.2	2.2	11,157	5,441	1,431	31	282	1,513	72
Sussex	10.4	.0041	34.1	9.2	15.3	20.2	28.4	3.5	48,352	17,079	4,068	934	2,696	7,316	1,931
Tazewell	49.9	.0200	32.6	9.5	17.4	21.1	24.6	17.2	345,732	105,201	16,668	32,348	7,676	97,529	13,680
Warren	25.1	.0100	33.5	8.4	16.1	22.3	28.5	9.5	172,907	45,420	14,403	17,589	5,740	36,219	4,595
□ Washington	50.4	.0202	34.5	9.6	16.2	22.9	26.3	17.2	162,654	44,637	15,317	14,779	10,005	33,542	5,453
Waynesboro city	18.1	.0073	36.6	9.3	15.3	21.8	30.7	7.1	186,010	37,815	18,643	16,440	15,370	57,493	7,995
Waynesboro	18.1	.0073	36.6	9.3	15.3	21.8	30.7	7.1	186,010	37,815	18,643	16,440	15,370	57,493	7,995
Westmoreland	15.7	.0063	38.3	8.0	13.2	19.5	35.1	6.1	54,678	14,635	5,867	2,168	266	17,593	2,028
Winchester city	22.8	.0092	36.5	11.1	16.0	19.3	32.7	9.4	497,831	96,663	50,104	93,324	29,523	102,045	21,738
Winchester	22.8	.0092	36.5	11.1	16.0	19.3	32.7	9.4	497,831	96,663	50,104	93,324	29,523	102,045	21,738
Wise	45.6	.0182	31.7	10.5	17.1	19.7	24.7	15.2	227,140	88,844	10,513	30,171	2,638	42,254	13,361
Wythe	26.6	.0107	35.2	8.5	15.9	22.0	28.3	9.7	141,472	26,759	11,840	7,200	3,837	29,598	5,184
TOTAL METRO COUNTIES	4,375.6	1.7511	32.0	11.7	19.5	23.0	21.1	1,595.5	35,478,742	7,052,037	3,488,299	4,197,922	2,022,067	8,220,974	1,128,710
TOTAL STATE	6,104.4	2.4434	32.4	11.5	18.4	22.5	22.8	2,197.8	44,840,180	9,343,927	4,246,265	5,138,289	2,410,862	10,270,047	1,526,964

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VA. (cont.)

EFFECTIVE BUYING INCOME—1989



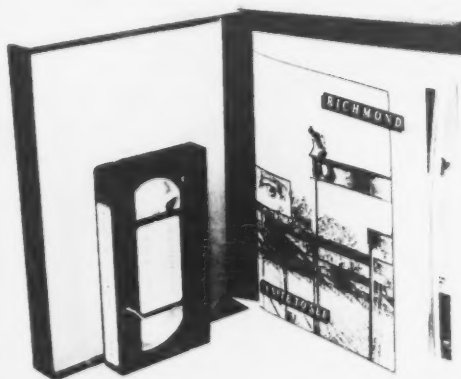
METRO AREA County City	Total EBI (\$'000)	Median Hsd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$34,999	(D) \$35,000 & Over	
CHARLOTTESVILLE	1,761,041	26,163	21.7	26.4	17.6	18.0	.0556
Albemarle	1,040,795	30,861	18.6	26.4	18.7	24.5	.0245
Charlottesville city	470,940	20,275	26.5	26.0	14.9	9.8	.0250
• Charlottesville	470,940	20,275	26.5	26.0	14.9	9.8	.0250
Fluvanna	135,480	23,240	24.5	27.1	17.1	13.7	.0032
Groene	113,826	29,766	15.7	28.1	24.0	16.4	.0029
SUBURBAN TOTAL	1,290,101	29,595	19.2	26.6	19.0	22.2	.0306
DANVILLE	1,238,021	23,567	23.4	27.7	16.8	12.9	.0390
Danville city	522,482	22,055	24.4	25.8	15.1	13.1	.0210
• Danville	522,482	22,055	24.4	25.8	15.1	13.1	.0210
Pittsylvania	715,539	24,661	22.6	29.2	18.0	12.7	.0180
SUBURBAN TOTAL	715,539	24,661	22.6	29.2	18.0	12.7	.0180
LYNCHBURG	1,795,339	26,734	21.3	28.4	17.8	17.5	.0556
Amherst	338,155	27,493	20.9	30.3	20.4	15.0	.0096
Campbell	577,835	28,529	19.2	29.3	20.0	18.3	.0162
Lynchburg city	879,349	25,185	22.7	27.1	15.3	18.1	.0298
• Lynchburg	879,349	25,185	22.7	27.1	15.3	18.1	.0298
SUBURBAN TOTAL	915,990	28,146	19.9	29.7	20.2	17.0	.0258
NORFOLK-VIRGINIA BEACH-							
NEWPORT NEWS	17,461,876	27,716	20.4	26.9	18.5	19.6	.5483
Chesapeake city	1,779,446	30,721	17.2	27.9	21.8	20.4	.0556
Chesapeake	1,779,446	30,721	17.2	27.9	21.8	20.4	.0556
Gloucester	323,337	23,596	23.6	29.8	16.6	11.2	.0101
Hampton city	1,669,810	28,594	20.5	27.1	19.0	20.3	.0586
• Hampton	1,669,810	28,594	20.5	27.1	19.0	20.3	.0586
James City	383,264	28,591	20.5	26.6	18.3	21.0	.0115
Newport News city	1,935,755	24,552	23.1	28.3	17.4	14.1	.0628
• Newport News	1,935,755	24,552	23.1	28.3	17.4	14.1	.0628
Norfolk city	3,244,156	21,379	26.2	26.1	14.0	12.9	.1043
• Norfolk	3,244,156	21,379	26.2	26.1	14.0	12.9	.1043
Poquoson city	157,470	38,534	14.1	21.5	24.7	30.9	.0038
Poquoson	157,470	38,534	14.1	21.5	24.7	30.9	.0038
Portsmouth city	1,323,135	24,860	21.8	26.4	16.5	16.9	.0395
• Portsmouth	1,323,135	24,860	21.8	26.4	16.5	16.9	.0395
Suffolk city	618,031	25,853	20.6	25.6	18.3	17.4	.0182
• Suffolk	618,031	25,853	20.6	25.6	18.3	17.4	.0182
Virginia Beach city	5,253,634	34,316	15.6	26.7	21.9	26.9	.1588
• Virginia Beach	5,253,634	34,316	15.6	26.7	21.9	26.9	.1588
Williamsburg city	157,854	23,920	26.2	25.7	11.4	20.7	.0097
Williamsburg	157,854	23,920	26.2	25.7	11.4	20.7	.0097
York	615,984	36,963	14.3	26.1	21.3	31.6	.0154
SUBURBAN TOTAL	3,417,355	30,335	18.1	27.5	20.3	21.5	.1061

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$'000)	Median Hsd. EBI	% of Hds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$34,999	(D) \$35,000 & Over	
RICHMOND-PETERSBURG	12,389,474	31,876	17.2	25.2	20.4	24.6	.3739
Charles City	68,826	28,133	19.0	29.4	19.1	17.7	.0016
Chesterfield	2,994,542	40,244	11.2	23.1	25.2	34.4	.0879
Colonial Heights city	205,615	29,582	19.1	30.1	22.7	15.9	.0065
Colonial Heights	205,615	29,582	19.1	30.1	22.7	15.9	.0065
Dinwiddie	227,104	29,562	19.5	25.2	20.0	20.4	.0056
Goochland	182,100	31,056	16.8	23.8	19.9	23.4	.0047
Hanover	854,765	36,617	14.8	21.9	23.4	29.2	.0246
Henrico	3,511,475	35,732	14.8	25.6	23.5	28.8	.1006
Hopewell city	322,373	29,926	18.2	25.6	20.2	20.9	.0095
Hopewell	322,373	29,926	18.2	25.6	20.2	20.9	.0095
New Kent	154,245	32,547	13.2	28.3	23.8	21.6	.0037
Petersburg city	419,449	19,682	26.6	26.6	12.5	10.2	.0185
• Petersburg	419,449	19,682	26.6	26.6	12.5	10.2	.0185
Powhatan	165,576	34,641	14.4	24.0	24.1	25.2	.0043
Prince George	254,575	27,149	22.6	31.0	20.2	15.4	.0065
Richmond city	3,028,829	24,239	22.1	26.0	15.2	17.4	.0999
• Richmond	3,028,829	24,239	22.1	26.0	15.2	17.4	.0999
SUBURBAN TOTAL	8,941,196	36,062	14.4	24.8	23.1	28.8	.2555
ROANOKE	2,955,020	25,345	22.5	27.2	18.3	15.3	.0988
Batesville	305,443	26,490	22.1	27.3	20.3	14.6	.0079
Roanoke	1,088,486	32,726	16.4	28.3	23.1	22.5	.0287
Roanoke city	1,247,626	21,050	26.2	26.1	14.8	11.1	.0474
• Roanoke	1,247,626	21,050	26.2	26.1	14.8	11.1	.0474
Salem city	313,465	24,750	24.7	29.1	17.5	14.4	.0148
Salem	313,465	24,750	24.7	29.1	17.5	14.4	.0148
SUBURBAN TOTAL	1,707,394	29,947	19.3	28.1	21.5	19.3	.0514
OTHER COUNTIES							
Accomack	340,865	18,950	27.3	23.6	11.5	12.3	.0105
• Alexandria city	2,888,832	40,360	11.1	23.8	19.6	38.4	.0769
Alexandria	2,888,832	40,360	11.1	23.8	19.6	38.4	.0769
Alleghany	163,610	29,778	17.3	26.8	20.4	21.2	.0039
Amelia	81,693	23,341	24.6	29.7	17.0	11.4	.0022
Appomattox	145,188	25,200	21.9	29.8	17.3	13.6	.0039
• Arlington	3,919,092	39,888	13.0	23.5	17.5	38.9	.0929
Arlington	3,919,092	39,888	13.0	23.5	17.5	38.9	.0929
Augusta	629,145	27,518	20.2	29.2	18.5	18.4	.0170
Bath	50,476	17,885	31.3	19.3	13.6	11.3	.0015
Bedford	447,057	25,378	22.2	31.4	18.3	12.8	.0110
Bedford city	71,496	21,273	24.8	25.8	14.4	12.6	.0033
Bedford	71,496	21,273	24.8	25.8	14.4	12.6	.0033
Blond	59,126	23,140	22.0	36.3	14.8	6.9	.0018

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METRO & COUNTY TOTALS

VA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
☐ Bristol city	205,181	21,460	22.2	27.1	13.8	11.9	.0083
• Bristol	205,181	21,460	22.2	27.1	13.8	11.9	.0083
Brunswick	130,136	18,371	30.9	24.7	12.5	8.5	.0041
Buchanan	371,569	25,757	20.6	29.0	17.9	13.9	.0108
Buckingham	99,053	18,186	28.7	26.9	11.0	7.7	.0031
Buena Vista city	64,654	23,493	24.6	35.4	17.2	7.6	.0021
Buena Vista	64,654	23,493	24.6	35.4	17.2	7.6	.0021
Caroline	210,318	25,129	25.3	27.1	17.2	15.7	.0056
Carroll	255,735	20,972	25.8	30.5	13.9	8.0	.0073
Charlotte	104,427	19,187	25.4	25.8	14.0	8.3	.0030
Clarke	163,732	29,286	17.5	29.0	16.3	23.8	.0038
Clifton Forge city	58,673	21,786	23.6	23.5	15.4	14.8	.0018
Clifton Forge	58,673	21,786	23.6	23.5	15.4	14.8	.0018
Covington city	72,311	20,113	28.7	29.8	13.9	6.6	.0041
Covington	72,311	20,113	28.7	29.8	13.9	6.6	.0041
Craig	43,998	25,133	23.9	30.3	21.3	9.1	.0012
Culpeper	350,114	30,259	17.9	24.3	19.2	23.7	.0104
Cumberland	71,542	18,700	27.4	27.4	9.9	9.2	.0023
Dickenson	174,196	20,698	24.7	31.1	13.6	6.9	.0033
Emporia city	50,213	19,213	29.9	26.9	11.1	9.5	.0027
Emporia	50,213	19,213	29.9	26.9	11.1	9.5	.0029
Essex	79,899	19,084	29.0	28.7	10.7	7.9	.0034
☐ Fairfax	17,314,588	54,232	7.5	16.1	17.6	55.0	.4455
☐ Fairfax city	457,006	52,311	7.7	18.0	17.8	52.3	.0221
Fairfax	457,006	52,311	7.7	18.0	17.8	52.3	.0221
☐ Falls Church city	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Falls Church	273,287	48,308	8.9	18.9	19.4	48.7	.0096
Fauquier	662,144	32,381	18.1	23.8	18.9	27.0	.0189
Floyd	125,894	21,337	24.5	28.7	15.4	8.5	.0037
Franklin	407,202	24,027	24.6	31.3	16.5	11.2	.0119
Franklin city	83,785	22,463	22.9	25.1	12.3	17.6	.0035
Franklin	83,785	22,463	22.9	25.1	12.3	17.6	.0035
Frederick	478,256	29,610	18.9	28.2	22.1	18.5	.0130
Fredericksburg city	269,882	23,169	23.5	28.0	14.0	15.6	.0153
Fredericksburg	269,882	23,169	23.5	28.0	14.0	15.6	.0153
Galax city	79,911	18,376	33.8	26.6	12.0	6.5	.0038
Galax	79,911	18,376	33.8	26.6	12.0	6.5	.0038
Giles	188,996	24,139	24.2	30.8	16.3	12.6	.0058
Grayson	176,869	21,117	27.7	31.4	13.0	8.2	.0044
Greensville	73,597	18,000	28.2	27.2	10.9	7.1	.0020
Halifax	282,558	22,950	23.2	28.7	17.0	11.2	.0078
Harrisonburg city	308,326	20,047	28.0	24.5	13.9	11.8	.0148
Harrisonburg	308,326	20,047	28.0	24.5	13.9	11.8	.0148
Henry	682,190	26,536	21.7	32.0	18.7	13.4	.0188
Highland	27,917	20,000	22.2	27.2	13.5	9.3	.0007
Isle of Wight	288,678	26,586	19.7	28.5	20.4	14.0	.0080
King and Queen	58,534	18,093	28.1	26.8	11.6	7.3	.0015

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			A	B	C	D	
King George	150,702	28,821	19.7	23.8	19.2	21.7	.0040
King William	114,506	24,076	23.1	30.2	17.0	11.9	.0037
Lancaster	138,633	22,209	24.8	23.9	15.1	14.9	.0045
Lee	211,318	16,845	29.7	25.0	10.6	6.1	.0069
Lexington city	80,577	24,053	22.4	24.2	13.3	21.5	.0034
Lexington	80,577	24,053	22.4	24.2	13.3	21.5	.0034
☐ Loudoun	1,269,316	40,278	11.9	21.3	21.3	37.2	.0373
Louisa	167,611	18,675	26.5	29.9	10.6	6.3	.0048
Lunenburg	116,386	20,398	27.3	25.9	13.7	11.1	.0035
Madison	111,124	22,495	23.6	32.5	15.0	9.1	.0032
☐ Manassas city	318,976	36,479	14.0	25.9	27.8	25.1	.0178
Manassas	318,976	36,479	14.0	25.9	27.8	25.1	.0178
☐ Manassas Park city	87,644	34,672	11.2	32.1	30.5	18.6	.0021
Manassas Park	87,644	34,672	11.2	32.1	30.5	18.6	.0021
Martinsville city	252,150	25,458	22.0	27.1	14.9	19.2	.0099
Martinsville	252,150	25,458	22.0	27.1	14.9	19.2	.0099
Mathews	133,611	26,852	20.3	25.3	17.8	19.3	.0031
Mechanic	303,575	21,698	24.0	27.7	14.6	11.1	.0098
Middlesex	112,238	22,948	23.3	27.1	12.9	17.1	.0032
Montgomery	841,618	24,655	23.5	25.9	15.3	17.8	.0276
Nelson	143,309	23,554	23.3	23.7	16.7	16.2	.0044
Northampton	143,552	18,963	25.4	24.9	17.1	10.8	.0042
Northumberland	141,464	24,043	24.2	27.2	14.7	17.0	.0036
Norton city	49,402	21,103	25.8	25.1	11.2	15.9	.0022
Norton	49,402	21,103	25.8	25.1	11.2	15.9	.0022
Norway	163,365	23,625	23.0	27.2	16.4	13.5	.0051
Orange	255,881	24,871	22.9	26.4	16.7	17.3	.0075
Page	228,218	22,156	26.8	28.8	15.2	10.9	.0080
Patrick	195,198	23,376	25.1	27.3	18.9	10.3	.0054
Prince Edward	147,773	19,924	25.9	27.2	12.7	10.0	.0061
☐ Prince William	2,999,237	41,857	10.6	21.9	25.9	36.6	.0882
Pulaski	403,495	25,777	23.0	30.1	18.8	13.3	.0114
Radford city	152,575	26,458	24.0	25.2	16.3	19.3	.0055
Radford	152,575	26,458	24.0	25.2	16.3	19.3	.0055
Rappahannock	84,958	25,064	22.5	25.4	16.6	16.5	.0021
Richmond	81,456	22,732	22.8	28.0	15.4	12.3	.0028
Rockbridge	163,376	21,493	26.2	29.8	14.2	9.4	.0051
Rockingham	599,674	23,846	23.7	21.6	15.6	11.5	.0160
Russell	287,408	19,942	26.3	28.6	13.5	7.8	.0087
☐ Scott	275,121	23,624	22.4	24.4	15.3	17.5	.0078
Shenandoah	361,465	23,826	24.7	29.6	16.4	12.8	.0113
Smyth	380,371	24,855	23.5	31.2	17.2	12.8	.0112
Southampton	153,464	22,280	20.5	26.0	16.3	11.4	.0044
South Boston city	76,062	22,733	23.5	31.2	12.9	12.1	.0034
South Boston	76,062	22,733	23.5	31.2	12.9	12.1	.0034
Spotsylvania	549,699	33,213	15.7	27.2	24.5	22.1	.0155
☐ Stafford	782,245	36,389	14.9	24.5	24.6	28.2	.0218

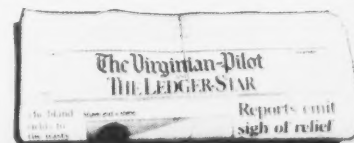
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VA. (cont.)
EFFECTIVE BUYING INCOME—1989


METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hlds. by EBI Group:				Buying Power Index
			A	B	C	D	
Staunton city	270,409	24,726	22.9	28.6	17.7	14.4	.0101
Staunton	270,409	24,726	22.9	28.6	17.7	14.4	.0101
Surry	64,995	22,681	24.0	29.9	13.9	12.0	.0017
Sussex	104,808	23,552	21.4	27.4	15.1	13.5	.0032
Tazewell	428,777	19,743	27.8	30.3	12.6	6.4	.0165
Warren	257,088	21,649	28.1	30.2	16.0	8.0	.0089
Washington	523,338	22,587	24.9	27.9	15.8	12.0	.0150
Waynesboro city	239,667	26,028	22.5	30.5	17.4	15.9	.0084

EFFECTIVE BUYING INCOME—1989


METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hlds. by EBI Group:				Buying Power Index
			A	B	C	D	
Waynesboro	239,667	26,028	22.5	30.5	17.4	15.9	.0084
Westmoreland	156,234	19,157	27.1	25.9	11.9	9.9	.0045
Winchester city	316,822	23,622	25.4	25.2	14.8	17.4	.0153
Winchester	316,822	23,622	25.4	25.2	14.8	17.4	.0153
Wise	462,158	24,373	23.2	27.4	17.9	12.7	.0147
Wythe	273,701	21,796	27.6	30.4	14.5	9.7	.0086
TOTAL METRO COUNTIES	68,914,634	33,718	16.4	24.1	19.0	29.0	2.0165
TOTAL STATE	87,469,430	30,430	18.5	25.2	18.2	24.7	2.6001

Washington
POPULATION—12/31/89

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group					House- holds (Thousands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
BELLINGHAM	121.9	.0487	31.4	13.2	19.8	18.6	24.2	47.6	
Whatcom	121.9	.0487	31.4	13.2	19.8	18.6	24.2	47.6	
• Bellingham	47.3	.0189	31.1	19.0	20.2	15.9	26.1	20.0	
SUBURBAN TOTAL	74.6	.0298	31.6	9.5	19.6	20.3	23.0	27.6	
BREMERTON	181.5	.0726	31.8	11.0	19.3	21.2	22.7	68.4	
Kitsap	181.5	.0726	31.8	11.0	19.3	21.2	22.7	68.4	
• Bremerton	36.9	.0148	30.1	19.5	18.9	14.9	25.9	15.2	
SUBURBAN TOTAL	144.6	.0578	32.3	8.9	19.3	22.8	21.9	53.2	
OLYMPIA	157.6	.0631	32.3	9.6	19.1	21.7	23.1	62.6	
Thurston	157.6	.0631	32.3	9.6	19.1	21.7	23.1	62.6	
• Olympia	31.8	.0127	34.0	10.2	19.3	20.3	27.8	14.3	
SUBURBAN TOTAL	125.8	.0504	31.8	9.4	19.0	22.1	21.9	48.3	
RICHLAND-KENNEWICK-PASCO	149.0	.0596	30.4	10.1	20.0	21.4	19.5	54.5	
Benton	113.0	.0452	30.8	9.9	20.2	22.5	18.9	41.3	
• Kennewick	41.4	.0166	29.0	12.3	23.6	19.9	16.0	15.8	
• Richland	32.5	.0130	33.5	8.7	17.6	24.4	22.9	12.3	
Franklin	36.0	.0144	29.3	10.7	19.0	17.9	21.3	13.2	
• Pasco	18.6	.0074	29.6	12.8	18.1	15.5	24.7	7.3	
SUBURBAN TOTAL	56.5	.0226	30.3	8.3	19.5	22.7	18.2	19.1	
SEATTLE	1,866.9	.7472	33.1	10.5	20.5	22.3	23.7	760.4	
King	1,443.3	.5777	33.4	10.8	20.7	22.3	24.3	597.4	
• Auburn	31.7	.0127	31.8	12.6	19.1	20.3	23.5	13.2	
• Bellevue	84.9	.0340	34.3	11.2	16.9	27.8	21.1	34.0	
• Seattle	497.0	.1989	34.6	12.4	22.8	17.7	31.3	235.0	
• Snohomish	423.6	.1695	32.0	9.7	19.7	22.6	21.4	163.0	
• Everett	63.6	.0255	33.9	11.7	17.6	18.0	29.9	28.2	
SUBURBAN TOTAL	1,274.6	.5101	32.4	9.7	19.8	24.4	20.4	484.0	
SEATTLE-TACOMA CONSOLIDATED	2,429.2	.9722	32.7	11.0	20.0	21.9	23.5	973.7	
SPOKANE	358.1	.1434	32.4	11.2	18.3	19.7	25.4	142.7	
Spokane	358.1	.1434	32.4	11.2	18.3	19.7	25.4	142.7	
• Spokane	172.8	.0692	32.6	11.8	18.5	16.6	30.8	76.0	
SUBURBAN TOTAL	185.3	.0742	31.2	10.6	18.2	22.6	20.4	66.7	
TACOMA	562.3	.2250	31.4	12.4	18.4	20.4	22.9	213.3	
Pierce	562.3	.2250	31.4	12.4	18.4	20.4	22.9	213.3	
• Tacoma	162.3	.0650	33.0	11.2	18.0	17.8	28.7	68.6	
SUBURBAN TOTAL	400.0	.1600	30.8	12.8	18.5	21.6	20.6	144.7	
VANCOUVER	224.8	.0900	31.4	9.0	19.6	21.6	21.4	84.7	
Clark	224.8	.0900	31.4	9.0	19.6	21.6	21.4	84.7	
• Vancouver	45.0	.0180	34.3	12.2	17.8	17.1	31.7	21.1	
SUBURBAN TOTAL	179.8	.0720	30.8	8.2	20.1	22.7	18.8	63.6	
YAKIMA	187.8	.0752	32.8	9.3	16.4	19.8	26.6	70.4	
Yakima	187.8	.0752	32.8	9.3	16.4	19.8	26.6	70.4	
• Yakima	51.1	.0205	34.6	10.2	17.2	17.9	31.4	21.6	
SUBURBAN TOTAL	136.7	.0547	32.1	8.9	16.3	20.5	24.8	48.8	

RETAIL SALES BY STORE GROUP—1989


Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
922,923	233,189	101,616	108,131	43,471	142,632	34,827
922,923	233,189	101,616	108,131	43,471	142,632	34,827
608,478	142,735	64,734	92,450	33,726	104,220	27,520
314,445	90,454	36,882	15,681	9,745	38,412	7,307
995,687	253,177	94,902	119,877	55,946	177,813	48,421
995,687	253,177	94,902	119,877	55,946	177,813	48,421
392,350	69,045	42,772	69,204	24,252	95,762	21,705
603,337	184,132	52,130	50,673	31,694	82,051	26,716
1,024,877	263,781	107,030	118,770	53,133	198,113	38,748
1,024,877	263,781	107,030	118,770	53,133	198,113	38,748
592,053	113,516	56,125	70,622	32,277	163,878	18,473
432,824	150,265	50,905	48,148	20,856	34,235	20,275
927,618	214,647	87,710	133,643	25,640	231,192	43,579
927,618	214,647	87,710	133,643	25,640	231,192	43,579
628,288	162,442	66,507	105,886	22,383	92,545	33,932
412,389	100,210	37,859	82,404	11,360	53,871	19,635
176,255	47,607	26,017	22,860	10,113	27,467	12,168
299,330	52,205	21,203	27,577	3,257	138,647	9,647
211,369	44,970	18,183	27,428	2,428	74,308	7,209
127,605	21,860	5,651	951	1,739	75,546	4,567
15,834,772	3,333,302	1,883,682	1,652,333	987,544	2,858,163	593,664
15,834,772	3,333,302	1,883,682	1,652,333	987,544	2,858,163	593,664
12,741,483	2,661,059	1,568,986	1,214,951	748,473	2,227,887	484,712
434,370	82,742	31,744	13,275	11,718	207,577	16,089
1,526,399	182,955	129,514	170,008	135,077	356,638	40,658
4,669,521	903,688	702,063	475,437	285,676	631,968	160,346
3,093,289	672,243	314,696	437,382	239,071	630,276	108,952
796,839	171,322	88,252	126,853	40,991	188,003	25,458
9,934,042	2,175,550	1,061,623	1,036,768	649,159	1,830,615	391,771
9,934,042	2,175,550	1,061,623	1,036,768	649,159	1,830,615	391,771
19,570,982	4,104,489	2,278,394	2,148,371	1,169,874	3,729,672	708,762
19,570,982	4,104,489	2,278,394	2,148,371	1,169,874	3,729,672	708,762
2,742,048	618,419	279,922	420,839	118,172	629,953	77,671
2,742,048	618,419	279,922	420,839	118,172	629,953	77,671
1,819,288	357,313	194,984	318,234	87,669	393,616	54,335
922,760	261,106	84,938	102,605	30,503	236,337	23,336
3,736,210	771,187	394,712	496,038	182,330	871,509	115,098
3,736,210	771,187	394,712	496,038	182,330	871,509	115,098
1,668,359	245,210	179,318	274,082	95,555	438,441	44,322
2,067,851	525,977	215,394	221,956	86,775	433,068	70,776
1,196,030	310,975	139,810	147,132	52,366	230,169	54,774
1,196,030	310,975	139,810	147,132	52,366	230,169	54,774
340,723	59,287	51,575	18,552	24,210	98,371	18,741
855,307	251,688	88,235	128,580	28,156	131,798	36,033
1,036,993	255,250	103,000	121,972	38,828	220,278	36,633
1,036,993	255,250	103,000	121,972	38,828	220,278	36,633
617,818	125,978	63,361	87,562	26,595	136,584	17,273
419,173	129,272	39,639	34,410	12,233	83,694	19,360
419,173	129,272	39,639	34,410	12,233	83,694	19,360

METRO & COUNTY TOTALS

WASH. (cont.)

POPULATION—12/31/89



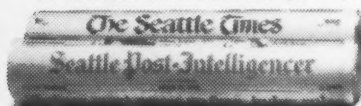
RETAIL SALES BY STORE GROUP—1989



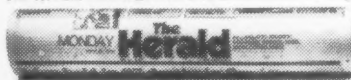
S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mdos. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
OTHER COUNTIES																
Adams	13.9	.0055	30.8	8.4	16.7	20.2	22.8	5.2	42,314	13,540	7,744	581	938	4,196	3,716	
Asotin	17.1	.0069	34.0	8.9	16.4	19.4	29.0	6.9	66,098	21,527	10,129	67	3,940	5,377	10,124	
Chelan	50.0	.0200	36.2	8.8	16.3	20.3	31.4	21.0	396,705	84,115	43,529	35,368	11,738	92,709	20,298	
Columbia	55.9	.0224	34.4	9.4	17.3	18.6	30.3	22.7	337,666	90,558	39,399	21,826	11,604	55,700	23,391	
Cowlitz	4.0	.0016	39.8	5.0	14.7	19.7	37.2	1.6	9,401	3,696	850	621	220	395	869	
Douglas	82.1	.0328	32.5	9.2	18.1	20.7	24.7	32.1	494,977	121,095	63,590	68,260	14,376	108,702	17,431	
Ferry	25.1	.0101	33.1	8.3	18.0	22.5	24.0	9.9	140,481	59,972	17,235	10,485	2,882	13,036	2,625	
Garfield	6.4	.0025	30.0	9.8	19.0	20.0	20.6	2.1	21,257	6,667	3,574	15	581	2,833	905	
Gorham	2.3	.0010	39.3	5.8	14.2	20.0	35.9	1.0	5,331	1,248	751	43	324	465	267	
Grant	52.4	.0209	31.9	9.1	16.1	19.9	25.1	19.6	280,237	87,444	28,644	13,139	7,483	47,646	16,328	
Grays Harbor	63.9	.0256	33.8	9.1	17.0	19.8	28.2	25.6	317,412	95,403	36,448	24,980	15,847	48,981	18,742	
Island	55.6	.0223	32.0	11.7	18.4	19.6	24.9	21.5	226,634	65,835	27,668	2,296	12,382	44,242	7,838	
Jefferson	19.8	.0079	37.4	6.7	17.6	19.4	34.0	8.3	79,565	27,661	11,730	2,431	2,244	4,008	3,097	
Kittitas	25.5	.0102	30.6	19.6	16.8	17.6	25.0	10.1	154,578	38,039	24,587	10,277	3,632	23,066	2,378	
Klickitat	16.2	.0065	33.1	8.1	17.9	19.8	26.7	6.2	39,069	14,647	3,729	619	760	5,745	1,668	
Lewis	59.3	.0238	34.2	8.3	15.7	20.0	28.8	23.2	338,303	102,351	44,062	34,007	8,965	62,848	18,428	
Lincoln	9.3	.0037	38.0	6.2	14.8	20.4	34.0	3.7	25,019	10,451	2,391	543	324	4,939	2,004	
Mason	37.9	.0151	34.9	10.0	16.0	19.5	30.5	14.9	141,370	58,373	16,071	4,374	4,739	16,083	5,144	
Okanogan	32.8	.0132	34.0	7.6	17.0	21.1	27.1	12.9	170,803	66,379	13,821	5,916	4,060	22,455	8,063	
Pacific	17.4	.0069	38.7	7.4	14.9	18.0	36.7	7.6	73,322	23,826	12,607	3,460	1,873	2,109	4,435	
Pend Oreille	9.3	.0038	34.1	6.6	16.0	21.4	27.1	3.4	29,195	15,020	1,681	183	251	4,464	1,087	
San Juan	10.1	.0041	36.8	5.4	19.5	19.1	36.5	4.5	61,095	22,322	11,196	2,028	1,664	2,193	1,562	
Skagit	72.9	.0291	34.7	8.5	17.4	20.1	29.3	29.5	517,898	126,265	64,672	21,943	20,358	119,368	29,952	
Skamania	8.1	.0033	32.7	8.2	17.9	22.6	23.4	3.0	10,449	5,389	1,361	709	43	311	366	
Stevens	32.4	.0129	31.5	7.3	18.3	21.3	22.2	11.4	92,731	32,605	9,812	2,965	2,160	13,229	3,588	
Wahkiakum	3.5	.0014	34.4	6.8	16.3	19.3	29.8	1.4	5,297	3,273	475	282	32	466	4	
Walla Walla	47.8	.0192	33.7	12.4	17.1	18.9	28.9	18.0	238,815	66,217	26,866	25,640	13,421	39,935	16,648	
Whitman	42.7	.0171	26.5	28.8	17.6	15.7	19.3	15.6	138,421	42,383	15,293	1,641	3,430	30,687	9,091	
TOTAL METRO COUNTIES	3,809.9	1.5248	32.4	10.8	19.5	21.4	23.5	1,504.6	28,417,158	6,253,927	3,192,384	3,318,735	1,557,430	5,559,822	1,043,415	
TOTAL STATE	4,683.6	1.8746	32.6	10.7	19.0	21.1	24.3	1,847.5	32,891,601	7,560,228	3,732,360	3,613,434	1,707,701	6,336,010	1,273,464	

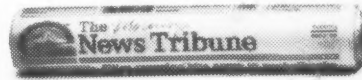
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METRO & COUNTY TOTALS

WASH. (cont.)

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$18,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
BILLINGHAM	1,403,379	22,493	23.8	27.4	15.4	12.1	.0471
Whatcom	1,403,379	22,493	23.8	27.4	15.4	12.1	.0471
• Bellingham	543,600	19,222	24.9	24.6	12.6	11.1	.0227
SUBURBAN TOTAL	854,779	24,890	22.8	29.3	17.3	12.9	.0244
BREMERTON	2,330,788	27,755	20.9	28.8	19.3	16.8	.0673
Kitsap	2,330,788	27,755	20.9	28.8	19.3	16.8	.0673
• Bremerton	461,259	21,683	25.6	27.9	14.4	11.3	.0168
SUBURBAN TOTAL	1,869,529	29,526	19.6	29.0	20.7	18.4	.0505
OLYMPIA	2,029,026	26,214	22.0	27.0	18.3	16.5	.0613
Thurston	2,029,026	26,214	22.0	27.0	18.3	16.5	.0613
• Olympia	441,698	22,695	23.1	25.1	13.6	16.6	.0196
SUBURBAN TOTAL	1,587,328	27,307	21.7	27.7	19.7	16.4	.0417

METRO AREA County City	Total EBI (\$000)	Median Hdld. EBI	% of Hlds. by EBI Group:				Buying Power Index
			(A) \$18,000-\$19,999	(B) \$20,000-\$24,999	(C) \$25,000-\$49,999	(D) \$50,000 & Over	
RICHLAND-KENNEWICK-PASCO ..	2,104,739	32,551	15.6	24.8	22.1	25.5	.0602
Benton	1,662,224	35,389	14.4	24.3	23.1	27.6	.0454
• Kennewick	587,618	32,436	16.1	26.1	22.5	22.9	.0194
• Richland	542,467	39,848	12.4	21.5	22.6	34.9	.0139
Franklin	442,515	27,644	19.4	26.3	19.2	18.3	.0148
• Pasco	215,109	24,333	20.6	26.7	18.2	13.2	.0084
SUBURBAN TOTAL	759,543	34,452	15.3	25.2	23.0	26.0	.0185
SEATTLE	32,109,184	34,220	16.0	23.1	19.6	29.2	.9138
King	25,941,085	34,910	15.8	22.4	19.1	30.7	.7319
• Auburn	491,608	31,477	16.9	26.2	20.3	23.6	.0176
Bellevue	1,788,570	42,643	13.1	20.8	17.8	42.1	.0406
• Seattle	8,808,975	27,179	20.2	23.9	16.0	22.7	.2551

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WASH. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Snohomish	6,168,099	32,246	16.8	26.4	21.3	23.4	1.816
• Everett	888,497	24,497	21.2	26.0	16.6	15.7	0.325
SUBURBAN TOTAL	21,920,104	37,737	13.5	22.7	21.5	33.2	.6083
SEATTLE-TACOMA CONSOLIDATED AREA							
	38,426,422	31,347	17.7	24.4	18.8	25.3	1.1196
SPOKANE	4,090,491	22,235	23.9	27.9	15.3	11.3	1.387
Spokane	4,090,491	22,235	23.9	27.9	15.3	11.3	1.387
• Spokane	1,980,636	19,399	25.6	26.7	12.8	9.1	0.756
SUBURBAN TOTAL	2,109,855	25,779	21.9	29.4	18.1	13.9	.0631
TACOMA	6,317,238	23,070	24.1	28.2	16.1	11.7	.2061
Pierce	6,317,238	23,070	24.1	28.2	16.1	11.7	.2061
• Tacoma	1,750,672	19,524	25.0	26.4	13.8	8.7	.0687
SUBURBAN TOTAL	4,566,566	24,762	23.6	29.2	17.3	13.1	.1374
VANCOUVER	2,844,560	28,466	19.1	28.4	19.6	17.5	.0821
Clark	2,844,560	28,466	19.1	28.4	19.6	17.5	.0821
• Vancouver	589,386	20,409	25.0	25.1	13.2	12.5	.0185
SUBURBAN TOTAL	2,255,174	30,721	17.1	29.4	21.8	19.2	.0636
YAKIMA	1,967,283	20,862	25.2	26.7	14.6	10.6	.0631
Yakima	1,967,283	20,862	25.2	26.7	14.6	10.6	.0631
• Yakima	585,533	19,651	25.7	24.8	13.5	10.9	.0238
SUBURBAN TOTAL	1,381,750	21,411	25.0	27.5	15.1	10.5	.0393
OTHER COUNTIES							
Adams	173,893	27,343	19.6	29.6	19.3	16.1	.0044
Asotin	208,412	23,882	22.4	23.9	18.6	14.4	.0057
Chelan	625,374	22,324	25.1	26.0	15.5	13.3	.0204
Columbia	631,866	21,993	26.1	29.1	14.8	10.2	.0199

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hols. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$29,999	(C) \$30,000-\$39,999	(D) \$40,000 & Over	
Columbia	49,597	24,676	21.9	27.3	18.3	13.4	.0013
Cowlitz	1,004,825	26,643	18.9	28.3	19.9	14.1	.0304
Douglas	302,378	24,812	23.5	26.8	18.6	14.0	.0091
Ferry	63,930	24,891	19.8	28.3	17.7	13.8	.0016
Garfield	32,183	25,737	21.8	29.3	17.6	16.0	.0008
Grant	555,089	22,859	24.1	28.8	15.5	12.0	.0176
Grays Harbor	849,671	26,817	19.7	25.4	18.2	18.4	.0235
Island	736,068	25,146	25.4	28.6	15.9	16.6	.0197
Jefferson	235,255	22,739	24.4	26.8	15.5	13.7	.0069
Kittitas	240,424	16,672	26.9	24.5	10.6	7.0	.0085
Klickitat	196,409	25,531	23.0	27.1	18.5	15.2	.0050
Lewis	678,477	22,624	23.3	26.5	15.8	13.2	.0212
Lincoln	142,675	29,743	19.2	29.2	17.9	22.2	.0034
Mason	459,649	24,171	23.5	28.5	16.4	14.4	.0125
Okanogan	376,909	22,078	24.0	24.9	16.2	12.9	.0113
Pacific	206,240	19,835	26.0	24.7	14.6	10.3	.0058
Pend Oreille	80,754	18,108	26.2	26.1	12.8	7.7	.0026
San Juan	146,437	23,954	22.9	28.8	14.8	15.3	.0041
Skagit	882,783	23,339	23.2	27.9	15.5	13.2	.0282
Skamania	60,909	17,106	32.9	30.4	6.3	2.7	.0018
Stevens	318,835	22,108	24.2	27.9	16.0	10.8	.0090
Wahkiakum	37,098	21,531	20.0	32.8	12.3	8.2	.0009
Walla Walla	537,195	23,225	23.0	26.6	16.3	13.9	.0166
Whitman	516,041	22,644	25.7	24.8	14.7	15.8	.0137
TOTAL METRO COUNTIES	55,196,688	29,020	19.2	25.4	18.4	21.7	1.6394
TOTAL STATE	65,586,064	27,901	19.9	25.8	18.0	20.2	1.9455

West Virginia

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group:				House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over	
CHARLESTON	261.4	.1047	34.3	9.3	17.7	21.0	27.7	105.8
Kanawha	218.7	.0876	34.7	9.4	17.4	20.6	28.9	90.0
• Charleston	55.7	.0223	38.1	9.0	16.8	18.9	35.3	25.4
Putnam	42.7	.0171	32.6	8.6	18.6	23.3	22.1	15.8
SUBURBAN TOTAL	205.7	.0824	33.5	9.4	18.0	21.6	25.6	80.4
HUNTINGTON-ASHLAND	328.8	.1316	33.8	9.8	16.2	21.2	26.8	124.6
Cabell	101.6	.0406	34.8	11.3	15.8	19.9	29.9	41.5
• Huntington	57.0	.0228	37.4	12.9	14.5	17.5	35.4	24.8
Wayne	45.4	.0182	33.2	9.1	16.2	22.0	25.1	16.8
Boyd, Ky.	52.8	.0212	34.7	9.2	16.6	21.8	27.7	20.1
• Ashland	25.9	.0104	38.6	8.9	14.1	20.2	34.8	10.7
Carters, Ky.	25.9	.0104	31.5	10.4	15.9	20.6	23.8	8.9
Greenup, Ky.	39.1	.0156	32.6	8.7	16.8	23.2	22.8	13.6
Lawrence, Ohio	64.0	.0256	33.5	8.7	15.8	21.4	26.2	23.7
SUBURBAN TOTAL	245.9	.0984	32.7	9.2	16.8	22.2	24.0	89.1
PARKERSBURG-MARIETTA	156.6	.0627	33.8	9.5	16.4	21.5	26.5	60.3
Wood	91.3	.0366	34.2	9.1	16.5	21.6	27.0	36.3
• Parkersburg	37.9	.0152	37.1	9.2	15.2	18.7	31.0	16.6
Washington, Ohio	65.3	.0261	33.2	10.2	16.1	21.3	25.8	24.0
• Marietta	16.3	.0065	33.8	14.8	15.4	17.1	31.1	6.4
SUBURBAN TOTAL	102.4	.0410	32.8	8.9	16.9	23.2	23.1	37.3
STEUBENVILLE-WEIRTON	149.8	.0601	34.8	9.9	15.8	20.2	29.5	57.0
Brooke	28.3	.0114	33.7	11.5	15.9	20.4	27.6	10.5
Hancock	37.9	.0152	34.4	9.4	16.3	20.7	28.2	14.9
• Weirton	22.7	.0091	37.2	9.7	15.2	20.4	32.7	9.4
Jefferson, Ohio	83.6	.0335	35.5	9.7	15.4	19.8	30.8	31.6
• Steubenville	22.8	.0091	39.5	10.6	14.0	17.4	38.0	9.1
SUBURBAN TOTAL	104.3	.0419	33.6	9.8	16.2	20.8	27.0	38.5
WHEELING	174.0	.0697	35.2	9.9	16.1	18.8	31.4	68.8
Marshall	39.1	.0157	33.7	8.7	17.6	20.1	27.5	15.0
Ohio	57.0	.0228	36.1	11.9	15.2	18.1	33.3	23.2
• Wheeling	39.2	.0157	38.7	10.8	14.4	17.5	37.0	16.8

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Mds. (\$000)	Furniture/ Furnish- ings (\$000)	Auto- mobile (\$000)	Drug (\$000)
1,890,439	377,807	186,707	281,433	86,399	463,769	81,233
1,681,695	332,318	165,275	269,705	80,116	395,963	73,799
828,048	102,870	88,692	197,285	46,367	161,869	29,803
208,744	45,489	21,432	11,728	6,283	67,806	7,434
1,062,391	274,937	98,015	84,148	40,032	301,900	51,430
1,848,066	373,525	186,608	318,174	86,500	374,447	79,250
891,365	154,668	88,823	186,337	47,519	178,284	32,397
521,447	94,525	64,492	89,117	29,724	96,843	23,685
106,592	33,267	7,870	16,669	3,923	11,626	3,941
435,090	69,934	36,976	82,040	13,718	108,400	22,183
375,517	48,065	31,281	80,368	13,438	100,825	19,676
89,786	19,009	6,650	10,591	6,266	13,460	4,569
96,217	35,345	6,628	4,660	4,792	17,872	5,047
229,016	61,302	21,661	17,877	10,282	44,805	11,713
951,102	230,935	72,835	148,689	43,338	176,779	35,889
1,077,105	203,766	100,217	197,359	44,600	261,448	36,401
748,037	125,111	68,204	167,917	29,709	184,011	24,376
479,074	94,291	49,032	65,576	12,483	158,184	17,818
329,068	78,655	32,013	29,442	14,891	77,437	12,025
179,266	38,693	22,523	24,535	9,122	31,858	8,220
418,765	70,782	28,662	107,248	22,995	71,406	10,363
708,138	170,984	61,270	109,531	22,707	140,242	32,840
107,286	33,733	13,423	8,790	5,775	23,206	6,250
150,401	49,502	14,025	20,288	4,098	17,790	9,481
124,895	30,214	16,920	18,553	4,999	17,415	7,586
450,451	87,749	33,802	80,453	12,834	99,246	17,129
258,996	33,830	20,466	54,846	9,869	57,875	10,814
324,247	106,940	23,884	36,132	7,839	64,952	14,460
978,592	226,594	89,429	161,150	43,674	187,410	40,309
191,057	56,863	33,733	35,607	6,738	33,811	9,657
324,015	58,125	37,764	23,575	17,853	78,713	14,193
266,482	52,523	34,122	23,498	16,382	65,634	10,137

METRO & COUNTY TOTALS

W.VA. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA

County City	Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				holds (Thou- sands)	Retail Sales (\$000)	Food (\$000)	Drinking Places (\$000)	General Meds (\$000)	Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)	
				18-24 Years	25-34 Years	35-49 Years	50 & Over									
Belmont, Ohio	77.9	.0312	35.6	8.9	15.9	18.9	32.0	30.6	463,520	111,606	34,808	101,968	19,083	74,886	16,768	
SUBURBAN TOTAL	134.8	.0540	34.4	9.6	16.5	19.3	29.8	52.0	712,110	174,071	55,307	137,652	27,292	121,776	30,172	
OTHER COUNTIES																
Barbour	16.1	.0064	33.5	10.7	15.4	18.5	29.2	6.1	55,024	20,652	4,867	3,689	900	10,771	3,071	
Berkeley	55.2	.0221	33.6	8.8	17.0	21.0	26.6	21.7	363,230	89,190	30,600	42,352	10,651	57,477	11,170	
Boone	29.9	.0120	30.9	9.7	17.9	19.1	23.5	10.7	111,123	37,431	4,824	13,302	3,529	17,849	8,676	
Braxton	13.8	.0055	35.3	8.3	15.6	18.7	31.7	5.4	105,221	26,508	4,802	7,085	757	21,144	5,063	
Calhoun	8.6	.0035	34.2	8.6	16.4	18.3	30.4	3.3	23,608	9,720	1,337	1,484	991	1,852	2,181	
Clay	11.4	.0045	31.3	8.6	16.0	18.6	25.4	4.1	19,656	8,346	870	1,349	848	3,326	1,474	
Doddridge	7.7	.0031	34.4	8.3	15.0	18.8	30.2	2.8	7,672	2,678	317	30	552	925	310	
Fayette	52.0	.0208	33.1	10.2	15.7	17.2	29.8	19.7	205,533	48,030	13,130	34,076	8,844	40,809	18,935	
Gilmer	8.1	.0033	31.1	17.2	14.5	16.8	27.6	2.9	19,660	8,430	1,096	673	451	4,025	1,799	
Grant	10.6	.0042	33.7	8.2	16.8	20.9	26.9	3.8	41,557	12,536	2,833	1,322	1,722	10,188	837	
Greenbrier	36.5	.0146	35.1	8.8	15.8	19.9	30.1	14.3	200,835	48,213	13,384	23,413	7,047	42,780	10,681	
Hampshire	16.8	.0067	33.8	8.1	16.1	20.1	28.0	6.2	50,569	10,590	3,309	2,096	1,150	11,831	2,741	
Hardy	10.2	.0041	35.4	8.7	15.8	20.1	30.4	3.8	34,840	13,832	1,848	3,200	300	3,773	2,051	
Harrison	74.4	.0298	35.9	8.9	15.4	19.3	31.9	29.6	588,519	127,312	46,739	101,856	20,404	132,433	22,993	
Jackson	26.1	.0104	34.2	9.0	15.2	24.4	24.3	9.5	125,007	36,156	11,848	6,924	2,660	25,211	6,360	
Jefferson	36.0	.0144	32.0	11.0	17.6	20.4	24.3	13.1	152,531	46,372	24,966	6,574	4,061	24,214	4,819	
Lewis	17.9	.0071	36.3	8.1	15.4	19.5	32.3	7.0	73,348	21,616	7,127	10,470	3,853	10,044	4,404	
Lincoln	23.1	.0093	31.5	9.2	16.1	20.2	24.2	8.0	43,962	12,811	2,109	9,888	856	3,320	2,827	
Logan	48.0	.0192	30.6	9.8	17.6	18.3	23.9	17.2	225,878	53,463	11,897	35,598	6,854	51,149	16,343	
McDowell	42.9	.0172	30.3	9.7	16.1	17.1	25.3	15.1	128,564	50,154	5,896	14,286	5,871	20,455	11,167	
Marion	62.1	.0248	35.3	10.1	15.7	18.8	31.6	25.0	329,077	64,181	23,273	58,157	9,937	66,497	16,133	
Mason	25.9	.0103	33.8	9.2	15.8	22.0	26.1	9.9	75,222	27,081	6,238	4,229	1,398	5,598	9,167	
Mercer	69.7	.0279	33.7	10.0	16.6	18.7	29.1	27.3	418,570	74,196	32,526	90,258	15,034	103,990	15,333	
Mineral	27.7	.0111	33.9	8.9	16.0	21.0	27.3	10.5	87,370	20,670	9,943	6,278	5,325	21,172	4,273	
Mingo	36.1	.0145	29.3	10.2	17.0	18.2	22.2	12.6	139,140	25,083	7,232	14,581	12,241	28,179	11,075	
Monongalia	75.6	.0302	29.5	20.7	18.9	17.0	22.5	30.1	493,923	117,869	48,419	64,755	22,203	89,993	20,587	
Monroe	13.2	.0053	35.5	7.7	15.1	20.1	30.6	4.8	20,136	6,851	636	1,325	298	4,151	2,180	
Morgan	11.6	.0047	35.8	8.5	15.4	20.8	29.8	4.6	35,778	9,178	1,812	1,621	2,488	3,729	2,653	
Nicholas	28.8	.0115	32.0	9.0	17.0	19.7	25.1	10.5	161,447	38,907	9,863	20,752	4,106	41,565	8,324	
Pendleton	7.9	.0032	35.3	9.0	16.1	19.2	31.2	3.0	23,564	7,317	760	1,251	609	6,050	748	
Pleasanton	8.1	.0032	32.1	10.5	16.9	19.2	25.9	2.9	35,918	12,180	1,565	884	73	14,944	2,184	
Pocahontas	9.5	.0038	36.6	8.4	14.8	19.6	32.7	3.7	35,794	11,660	2,214	2,036	730	9,513	755	
Preston	30.6	.0122	33.1	9.0	16.2	19.4	27.5	11.2	110,604	30,198	5,895	13,465	1,975	33,672	3,415	
Raleigh	82.8	.0332	32.9	8.6	17.6	18.9	27.3	31.6	481,109	93,084	39,764	92,831	19,528	108,382	25,580	
Randolph	28.5	.0114	33.5	10.8	16.3	19.4	28.2	10.5	157,508	35,864	15,015	17,008	4,619	32,415	7,544	
Ritchie	11.3	.0045	35.6	8.4	15.1	18.5	32.3	4.5	44,590	15,005	1,944	1,849	1,338	17,157	862	
Roane	15.7	.0063	35.0	8.5	15.9	20.4	29.6	5.6	60,088	18,334	2,335	5,705	306	18,829	3,019	
Summers	15.0	.0060	34.1	9.0	18.5	18.9	29.4	5.2	37,904	13,904	4,054	5,747	591	3,835	3,425	
Taylor	15.8	.0063	34.4	8.3	16.2	19.2	29.8	5.9	49,323	20,923	2,913	3,987	2,279	6,844	3,440	
Tucker	8.4	.0034	35.2	8.1	15.8	19.9	30.4	3.4	26,151	7,690	2,428	1,568	841	4,163	1,085	
Tyler	10.8	.0043	34.2	8.3	15.1	20.7	28.1	4.0	27,136	9,347	1,053	297	812	6,189	2,751	
Upshur	23.2	.0093	31.8	13.3	16.1	19.1	25.7	8.8	117,855	30,887	15,995	10,347	1,794	23,879	5,414	
Webster	12.0	.0048	32.3	8.5	16.2	18.2	27.4	4.4	29,969	13,153	912	1,764	663	6,030	2,249	
Weitzel	20.6	.0082	34.0	8.4	15.8	20.9	27.5	7.7	125,614	46,279	10,633	12,776	4,409	22,407	5,399	
Wirt	5.0	.0020	34.8	9.0	14.1	22.1	27.7	1.8	9,608	3,649	530	1,163	151	885	368	
Wyoming	33.4	.0133	29.3	10.1	18.3	19.3	20.4	11.5	85,052	20,500	3,885	11,802	3,758	13,724	8,964	
TOTAL METRO COUNTIES	889.7	.2763	34.3	9.8	16.7	20.7	28.3	274.5	4,496,562	909,746	443,636	746,894	207,339	1,012,382	185,492	
TOTAL STATE	1,896.6	.7591	33.4	10.0	16.6	19.7	27.7	729.3	10,203,979	2,347,106	879,329	1,506,519	401,821	2,178,578	485,648	

EFFECTIVE BUYING INCOME—1989



EFFECTIVE BUYING INCOME—1989

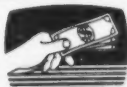


METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over		
CHARLESTON	2,989,469	22,406	23.3	29.7	15.6	9.9	.0993	
Kanawha	2,562,270	22,241	23.5	29.1	15.3	10.4	.0858	
• Charleston	754,355	20,176	24.0	23.8	12.9	13.6	.0304	
Putnam	427,199	23,225	22.2	33.4	17.0	7.1	.0135	
SUBURBAN TOTAL	2,235,114	23,019	23.0	31.8	16.4	8.7	.0689	

METRO AREA County City	Total EBI (\$000)	Median Hhld. EBI	% of Hhds. by EBI Group:					Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over		
HUNTINGTON-ASHLAND	3,126,629	18,771	24.9	27.2	13.0	7.2	.1058	
Cabell	967,782	16,728	27.3	25.6	10.8	6.1	.0384	
• Huntington	548,402	14,759	27.9	22.8	8.9	5.8	.0220	
Wayne	419,169	19,017	25.0	26.8	14.0	7.0	.0118	
Boyd, Ky.	571,216	21,497	22.2	26.4	16.4	9.8	.0205	
• Ashland	289,365	19,314	23.3	24.2	13.9	10.5	.0132	

W.VA. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D	
Carroll, Ky.	181,075	14,117	27.4	24.0	8.1	4.1	.0062
Greenup, Ky.	353,895	21,012	23.8	32.5	13.3	6.5	.0102
Lawrence, Ohio	633,492	21,235	22.7	29.1	15.0	8.5	.0187
SUBURBAN TOTAL	2,278,862	20,001	24.2	28.9	14.0	7.2	.0706
PARKERSBURG-MARIETTA	1,626,452	21,358	25.0	30.8	14.8	7.6	.0560
Wood	967,138	21,179	24.8	30.5	14.3	7.9	.0350
• Parkersburg	395,810	17,832	27.0	27.6	10.8	6.5	.0174
Washington, Ohio	659,314	21,599	25.4	31.4	15.4	7.2	.0210
• Marietta	162,259	17,989	28.6	26.7	11.2	6.9	.0069
SUBURBAN TOTAL	1,068,383	23,437	23.5	33.1	17.1	8.2	.0317
STUEBENVILLE-WEIRTON	1,630,952	23,722	21.4	29.5	18.3	9.3	.0491
Brooke	265,923	22,000	23.7	35.2	14.1	5.1	.0082
Hancock	466,480	26,536	19.3	27.9	21.6	12.5	.0127
• Weirton	309,627	28,159	18.3	26.2	22.4	15.2	.0087
Jefferson, Ohio	898,549	23,122	21.5	28.7	18.2	9.1	.0282
• Steubenville	252,561	19,590	22.0	23.3	15.7	10.3	.0102
SUBURBAN TOTAL	1,068,764	23,672	21.9	31.9	18.0	7.6	.0302
WHEELING	1,822,830	21,028	23.6	29.6	15.2	7.4	.0586
Marshall	405,568	22,627	22.2	31.8	16.9	6.9	.0126
Ohio	591,927	18,460	25.4	26.8	12.6	7.4	.0192
• Wheeling	410,642	17,027	25.7	24.5	11.7	7.3	.0140
Belmont, Ohio	824,535	22,126	22.8	30.5	16.5	7.6	.0268
SUBURBAN TOTAL	1,411,388	22,246	22.9	31.1	16.4	7.4	.0446
OTHER COUNTIES							
Barbour	116,755	14,371	31.5	24.2	7.6	2.4	.0039
Berkeley	545,384	19,247	25.9	28.7	13.3	6.3	.0191
Boone	252,864	19,717	24.1	32.8	11.5	5.1	.0082
Braxton	111,904	15,020	28.1	24.0	9.1	4.4	.0046
Calhoun	61,176	13,127	30.8	22.0	6.7	2.7	.0020
Clay	76,737	14,062	29.0	23.8	6.7	2.6	.0025
Doddridge	46,053	12,317	33.5	19.0	5.4	2.0	.0014
Fayette	418,254	15,677	31.3	25.3	9.7	3.8	.0141
Gilmer	50,860	12,106	30.6	21.1	3.7	3.0	.0017
Grant	79,890	15,675	30.5	24.9	8.4	4.5	.0027
Greenbrier	307,968	15,594	30.2	25.9	8.0	4.9	.0112
Hampshire	120,600	14,437	32.2	23.6	7.2	3.6	.0041

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group:				Buying Power Index
			A	B	C	D	
Hardy	76,775	15,564	31.3	26.6	8.1	2.6	.0026
Harrison	685,258	17,184	28.1	27.2	10.2	5.6	.0266
Jackson	220,839	19,572	22.3	31.3	12.9	4.9	.0077
Jefferson	324,056	18,963	30.1	29.4	11.9	5.8	.0104
Lewis	149,231	15,561	27.8	26.3	9.4	3.6	.0050
Lincoln	166,604	16,131	25.8	27.9	9.9	3.6	.0052
Logan	447,587	19,723	26.9	28.0	13.6	7.8	.0145
McDowell	292,262	14,198	30.2	25.3	7.2	3.1	.0102
Marian	611,081	18,769	27.4	27.8	13.3	6.0	.0200
Mason	204,976	16,338	29.0	27.5	8.6	3.9	.0064
Mercer	607,958	16,404	29.0	26.7	9.1	5.1	.0222
Mineral	230,372	17,544	28.5	28.9	10.0	4.2	.0072
Mingo	256,190	14,564	27.1	24.5	8.7	3.9	.0093
Monongalia	787,276	17,721	26.8	23.9	12.2	9.0	.0267
Monroe	105,705	16,729	31.7	26.6	10.7	3.2	.0029
Morgan	99,449	15,546	28.4	27.7	7.6	3.7	.0031
Nicholas	273,281	19,785	26.4	27.6	14.3	7.7	.0092
Pendleton	54,220	13,554	35.5	22.9	6.1	1.5	.0020
Pleasant	63,919	17,802	26.1	30.9	10.0	3.5	.0021
Pocahontas	60,344	12,145	33.2	18.8	4.7	1.7	.0025
Preston	239,799	15,836	28.8	26.9	8.0	4.2	.0079
Raleigh	786,346	19,013	27.5	29.3	12.1	6.4	.0271
Randolph	227,751	15,611	30.9	25.4	7.8	4.4	.0083
Ritchie	80,202	13,142	32.2	21.2	6.7	2.1	.0029
Roane	114,535	15,027	30.2	26.2	7.3	3.5	.0042
Summers	110,873	14,301	28.2	24.0	8.2	5.0	.0035
Taylor	144,555	18,837	27.3	27.7	12.4	7.2	.0044
Tucker	58,397	12,726	32.4	21.3	5.7	1.7	.0019
Tyler	113,587	22,859	23.1	26.0	20.4	8.9	.0031
Upshur	184,797	15,959	29.4	26.9	8.6	3.5	.0068
Webster	88,648	14,830	29.9	25.3	7.7	4.0	.0028
Wetzel	172,257	18,173	23.1	30.6	12.1	3.5	.0064
Wirt	34,521	13,105	27.1	29.3	7.3	1.8	.0012
Wyoming	270,610	19,671	24.3	32.3	12.3	4.7	.0083
TOTAL METRO COUNTIES	7,303,828	20,785	24.3	28.9	14.5	8.3	.3444
TOTAL STATE	17,606,160	18,179	26.8	27.6	11.9	6.3	.5973

Wisconsin

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA County City	Total Population (Thous- ands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					House- holds (Thous- ands)
				18-24 Years	25-34 Years	35-49 Years	50 & Over		
APPLETON-OSHKOSH-NEENAH . . .	315.4	.1262	31.6	11.7	17.2	19.9	24.2	117.9	
Calumet	35.9	.0143	30.5	10.0	16.5	19.9	22.8	12.4	
Outagamie	139.2	.0557	30.8	11.1	17.2	19.9	22.9	51.0	
• Appleton	65.6	.0263	31.9	11.7	17.9	19.6	24.8	25.8	
Winnebago	140.3	.0562	32.6	12.8	17.1	20.0	25.9	54.5	
• Neenah	24.0	.0096	32.5	10.2	17.0	20.9	24.8	9.4	
• Oshkosh	53.1	.0213	32.2	17.4	16.7	16.8	28.5	21.5	
SUBURBAN TOTAL	172.7	.0690	31.1	10.2	16.8	20.9	22.6	61.2	
EAU CLAIRE	140.0	.0560	31.1	13.8	16.8	18.0	25.5	51.5	
Chippewa	54.5	.0218	32.4	9.1	16.1	18.8	27.1	19.4	
Eau Claire	85.5	.0342	30.4	16.9	17.1	17.5	24.6	32.1	
• Eau Claire	55.5	.0222	29.5	21.4	17.2	15.3	25.3	21.3	
SUBURBAN TOTAL	84.5	.0338	32.2	8.9	16.4	19.8	25.6	30.2	
GREEN BAY	193.6	.0775	30.5	11.7	18.3	19.9	21.9	73.3	
Brown	193.6	.0775	30.5	11.7	18.3	19.9	21.9	73.3	
• Green Bay	96.7	.0387	31.5	12.4	18.8	17.8	25.7	40.5	
SUBURBAN TOTAL	96.9	.0388	29.4	10.9	17.7	22.0	18.1	32.8	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
2,329,010	382,814	214,263	354,666	140,031	538,177	53,373
153,057	62,007	16,751	6,988	8,145	35,254	2,268
1,115,454	164,478	101,283	204,278	55,261	267,900	19,094
487,803	111,744	47,131	51,753	36,644	89,535	11,439
1,060,499	156,331	96,229	143,400	76,625	235,023	32,011
187,604	31,491	14,658	13,327	6,569	69,786	10,746
548,869	86,513	58,325	93,825	21,066	99,094	11,902
1,104,734	153,068	94,149	195,761	75,752	279,762	19,266
990,782	193,590	92,976	138,341	45,161	215,021	18,217
392,261	69,828	30,640	32,740	6,764	147,126	6,136
598,521	123,762	62,336	105,601	38,397	67,895	12,081
529,390	118,308	58,416	105,116	34,683	44,903	8,477
461,392	75,282	34,560	33,225	10,478	170,118	9,740
1,632,102	264,992	144,939	319,146	101,200	377,807	21,514
1,632,102	264,992	144,939	319,146	101,200	377,807	21,514
990,282	195,532	89,559	176,291	65,249	181,266	16,574
641,820	68,560	55,380	142,855	35,951	196,541	4,766

METRO & COUNTY TOTALS

WISC. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group				House- holds (Thousands)	Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliances (\$000)	Auto- mobile (\$000)	Drug (\$000)
JANESVILLE-BELOIT	139.2	.0557	32.3	10.4	16.7	21.1	24.4	52.8	1,035,581	217,775	99,639	142,074	38,979	244,688	31,755
Rock	139.2	.0557	32.3	10.4	16.7	21.1	24.4	52.8	1,035,581	217,775	99,639	142,074	38,979	244,688	31,755
• Beloit	34.9	.0140	31.7	11.8	16.7	18.5	26.0	13.7	349,246	93,787	32,369	49,894	10,261	72,460	11,453
• Janesville	52.7	.0211	31.6	10.8	17.5	21.2	22.9	20.7	548,685	97,347	49,650	86,900	24,784	140,411	15,847
SUBURBAN TOTAL	51.6	.0206	33.5	9.0	15.7	22.7	25.0	18.4	137,650	26,641	17,620	5,280	3,934	31,817	4,455
KENOSHA	122.8	.0492	32.8	10.7	16.7	20.8	25.4	44.9	677,549	111,278	78,402	64,223	26,304	118,015	17,590
Kenosha	122.8	.0492	32.8	10.7	16.7	20.8	25.4	44.9	677,549	111,278	78,402	64,223	26,304	118,015	17,590
• Kenosha	76.4	.0306	32.5	11.5	16.9	19.2	26.6	28.7	486,078	86,285	59,582	51,335	24,333	80,648	13,232
SUBURBAN TOTAL	46.4	.0186	33.2	9.3	16.2	23.5	23.6	16.2	191,471	24,993	18,820	32,888	1,971	29,367	4,358
LA CROSSE	96.5	.0386	31.1	15.9	17.3	17.8	25.4	36.8	798,418	127,176	94,642	130,656	50,274	191,120	16,470
La Crosse	96.5	.0386	31.1	15.9	17.3	17.8	25.4	36.8	798,418	127,176	94,642	130,656	50,274	191,120	16,470
• La Crosse	49.7	.0199	31.7	22.2	14.6	14.7	30.4	20.2	642,922	87,750	77,757	115,835	37,533	155,788	13,062
SUBURBAN TOTAL	46.8	.0187	30.7	9.3	20.0	21.1	20.2	16.6	155,496	39,426	16,885	14,821	12,741	35,332	3,408
MADISON	353.9	.1416	30.3	15.5	22.3	19.6	20.0	143.9	3,083,854	510,131	392,395	345,575	244,322	679,293	74,435
Dane	353.9	.1416	30.3	15.5	22.3	19.6	20.0	143.9	3,083,854	510,131	392,395	345,575	244,322	679,293	74,435
• Madison	179.8	.0720	29.8	20.1	23.1	17.4	20.5	76.4	1,923,339	333,815	205,016	317,453	119,597	386,749	53,892
SUBURBAN TOTAL	174.1	.0696	30.9	10.8	21.5	21.7	19.4	67.5	1,160,515	176,316	87,379	48,122	124,725	292,544	20,543
MILWAUKEE	1,404.4	.5621	32.9	10.5	17.6	20.5	25.8	544.1	10,484,091	2,047,232	1,005,487	1,323,458	878,560	2,387,531	363,878
Milwaukee	932.9	.3734	33.2	11.4	17.8	18.5	28.3	381.4	6,896,301	1,378,695	724,049	924,918	473,348	1,371,695	268,694
• Milwaukee	603.7	.2416	31.9	12.4	18.4	16.8	27.6	249.6	3,512,920	796,938	469,333	412,988	208,654	556,404	153,353
Wauwatosa	49.8	.0199	39.6	8.2	15.4	19.8	36.4	20.3	760,586	80,771	53,190	105,355	62,185	201,771	22,598
West Allis	64.3	.0257	36.6	10.8	16.7	17.8	34.2	28.0	720,356	130,225	51,662	96,257	47,180	229,565	21,173
Ozaukee	73.4	.0294	33.3	8.8	16.3	24.6	22.5	26.1	460,054	92,071	39,151	17,918	19,176	145,833	15,060
Washington	94.6	.0378	31.0	9.0	18.0	22.7	20.1	32.2	523,181	123,659	46,070	57,039	19,722	113,435	15,138
Waukesha	303.5	.1215	32.5	8.8	16.9	25.2	20.6	104.4	2,604,555	452,807	196,217	323,583	166,314	756,568	64,986
• Waukesha	54.5	.0218	29.9	12.5	20.8	20.0	19.3	20.8	778,197	105,297	50,279	96,053	70,824	295,148	20,999
SUBURBAN TOTAL	746.2	.2987	34.1	8.9	16.5	23.6	24.9	273.7	6,192,974	1,144,997	485,875	814,415	399,082	1,535,979	189,526
MILWAUKEE-RACINE CONSOLIDATED AREA	1,578.7	.6319	32.8	10.5	17.4	20.6	25.7	608.9	11,760,643	2,266,287	1,116,736	1,496,995	744,645	2,729,026	406,813
RACINE	174.3	.0698	32.2	10.0	17.0	20.9	24.3	64.8	1,276,552	219,055	111,249	173,537	66,085	341,495	42,935
Racine	174.3	.0698	32.2	10.0	17.0	20.9	24.3	64.8	1,276,552	219,055	111,249	173,537	66,085	341,495	42,935
• Racine	81.8	.0327	32.0	10.7	17.5	17.9	27.0	33.0	693,307	152,870	68,866	148,358	45,550	73,766	29,222
SUBURBAN TOTAL	92.5	.0371	32.3	9.3	16.6	23.7	21.8	31.8	583,245	66,185	42,383	25,179	20,535	267,729	13,713
SHEBOYGAN	103.9	.0416	33.7	9.8	16.2	19.4	28.6	39.0	650,027	137,579	62,524	109,915	18,647	144,930	18,159
Sheboygan	103.9	.0416	33.7	9.8	16.2	19.4	28.6	39.0	650,027	137,579	62,524	109,915	18,647	144,930	18,159
• Sheboygan	48.1	.0193	34.9	10.2	15.8	17.7	32.1	19.5	406,142	90,459	40,150	92,699	12,192	71,631	14,333
SUBURBAN TOTAL	55.8	.0223	32.8	9.4	16.5	20.8	25.5	19.5	243,885	47,120	22,374	17,216	6,455	73,299	3,826
WAUSAU	114.4	.0458	31.9	10.1	17.0	20.2	24.6	42.1	785,007	141,055	60,198	143,364	37,297	182,004	9,091
Marathon	114.4	.0458	31.9	10.1	17.0	20.2	24.6	42.1	785,007	141,055	60,198	143,364	37,297	182,004	9,091
• Wausau	33.8	.0135	35.2	11.4	16.3	18.0	32.3	14.6	464,330	71,099	30,686	108,064	25,461	95,080	7,851
SUBURBAN TOTAL	80.6	.0323	30.7	9.5	17.3	21.1	21.4	27.5	320,677	69,956	29,512	35,300	11,836	86,924	1,240

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Sunday **82%** 5 Issues
77%
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Circulation more than
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Gannett National Newspaper Sales

* Taylor Research Group, Inc. — Nov. 1989

WISC. (cont.)

POPULATION—12/31/89



RETAIL SALES BY STORE GROUP—1989



S&MM ESTIMATES

METRO AREA

County
City

OTHER COUNTIES

Adams	16.5	.0056	38.5	7.8	14.9	19.7	35.3	5.3	29,824	11,827	3,360	568	295	5,305	981	
Ashland	16.5	.0066	35.2	10.0	14.2	16.8	33.5	6.4	117,761	26,677	11,592	10,873	3,575	28,120	3,489	
Barron	41.7	.0167	34.9	9.4	14.7	18.3	31.5	16.1	244,146	40,172	22,358	23,049	7,389	65,732	7,451	
Bayfield	14.5	.0058	36.6	7.2	14.9	19.0	33.1	5.6	46,740	10,785	10,640	217	700	3,083	1,634	
Buffalo	14.3	.0057	35.2	8.9	14.1	19.1	31.2	5.6	37,450	7,578	5,409	115	1,029	5,104	1,410	
Burnett	14.3	.0058	39.1	7.0	13.1	18.8	36.6	5.5	63,015	17,443	7,545	3,181	478	13,835	522	
Clark	33.9	.0136	34.3	8.1	13.9	18.2	30.8	12.1	104,007	30,130	10,179	3,052	2,753	30,344	2,974	
Columbia	47.8	.0191	35.5	8.2	15.4	20.2	30.6	18.4	291,687	55,760	30,271	8,599	6,831	73,606	8,496	
Crawford	16.6	.0067	34.2	8.1	14.9	18.2	30.5	6.1	101,854	17,912	11,215	10,551	2,315	29,846	1,993	
Dodge	76.5	.0307	33.6	9.5	16.3	19.9	27.9	27.2	332,388	72,152	34,596	51,985	8,213	64,815	6,293	
Door	27.3	.0109	34.9	9.5	16.0	17.7	32.0	10.9	198,969	44,719	30,610	13,517	5,829	37,143	4,228	
□ Douglas	42.1	.0168	33.5	11.2	16.4	17.9	29.7	16.6	275,029	49,020	32,396	34,951	4,858	62,707	8,631	
• Superior	27.1	.0108	33.5	12.9	16.5	16.4	31.1	11.3	241,388	42,932	26,678	34,304	4,062	57,673	8,462	
Dunn	36.0	.0145	29.1	20.0	15.7	16.4	24.4	12.4	151,800	35,639	17,371	29,836	3,332	26,788	4,396	
Florence	4.2	.0017	37.2	7.3	13.1	19.3	33.8	1.4	13,085	1,751	2,062	22	84	2,821	599	
Fond du Lac	91.5	.0366	32.6	10.4	16.4	19.2	26.9	33.0	570,618	95,776	58,046	108,076	17,404	144,072	18,212	
Forest	9.4	.0037	35.2	9.1	12.9	18.2	32.1	3.4	28,284	13,587	3,153	476	390	1,722	762	
Grant	51.7	.0207	30.7	14.9	14.3	17.4	26.5	18.0	199,829	57,384	24,074	22,789	8,722	54,952	5,474	
Green	31.8	.0128	33.7	8.8	16.6	19.0	28.8	12.4	372,063	42,262	14,623	24,090	5,330	61,828	3,909	
Green Lake	19.0	.0076	37.2	7.8	14.2	18.5	34.5	7.6	80,912	18,712	9,172	1,892	2,431	23,620	2,060	
Iowa	20.6	.0082	32.7	9.2	16.0	18.1	28.2	7.8	484,019	19,596	13,141	6,845	5,633	14,693	2,887	
Iron	6.4	.0026	41.1	8.0	13.1	17.2	40.2	2.7	37,841	14,555	3,645	214	518	3,266	939	
Jackson	16.9	.0067	35.5	8.2	14.8	19.0	31.7	6.5	74,849	15,987	8,568	1,137	716	14,062	841	
Jefferson	69.2	.0277	33.0	11.4	16.1	20.1	26.6	25.5	370,873	85,203	44,102	60,669	14,994	67,027	8,209	
Jewett	22.2	.0089	36.2	7.9	13.6	19.0	32.7	8.8	99,341	16,395	9,589	3,296	3,010	15,394	2,663	
Kewaunee	19.7	.0079	32.9	9.6	15.0	17.8	29.0	6.9	76,160	18,411	8,308	598	3,511	23,019	1,440	
Lafayette	16.6	.0066	33.2	9.6	14.3	18.5	28.9	6.2	48,163	11,625	3,110	307	1,605	10,069	2,121	
Langlade	19.9	.0080	35.8	8.2	13.5	18.2	33.0	7.6	112,768	24,812	10,178	16,510	2,106	28,838	3,594	
Lincoln	29.3	.0117	35.6	8.6	13.8	20.2	30.7	11.2	147,747	40,417	13,935	9,172	3,881	34,522	5,437	
Manitowac	82.0	.0328	33.7	9.6	15.8	19.0	28.8	30.4	380,279	96,580	36,088	58,359	13,948	80,774	9,505	
Marquette	41.8	.0168	35.8	8.5	14.2	19.1	32.0	16.3	224,839	49,871	19,490	19,752	7,993	45,093	6,254	
Marquette	13.9	.0055	39.6	7.1	12.9	18.3	37.6	5.7	39,168	10,190	7,139	1,253	434	7,044	470	
Menominee	4.3	.0017	23.5	10.8	13.3	17.4	17.0	1.0	3,517	194	1,055	362	11	28	1	
Monroe	37.8	.0152	34.1	8.5	15.2	19.4	29.3	14.0	205,113	48,859	21,914	30,152	8,625	35,647	4,154	
Oconto	31.8	.0127	34.9	8.3	14.3	19.2	30.7	12.2	118,884	36,357	14,534	2,093	2,776	27,854	2,472	
Oneida	33.2	.0133	36.7	8.3	14.8	20.9	31.7	13.3	251,514	49,839	25,554	23,545	9,026	62,330	4,672	
Pepin	7.5	.0030	34.1	9.2	14.2	17.3	31.5	2.9	37,639	8,031	4,175	335	2,111	13,816	1,065	
Pierce	34.0	.0136	29.5	16.1	16.7	18.0	22.8	11.7	155,200	35,152	21,761	1,120	6,628	34,518	6,838	
Polk	35.5	.0142	34.6	8.1	15.5	18.7	30.7	13.6	168,008	42,762	20,814	2,894	6,796	27,264	6,364	
Portage	60.5	.0242	28.7	17.8	17.2	17.6	21.6	20.8	402,001	68,241	47,113	62,704	19,767	72,648	4,778	
Price	16.3	.0065	36.9	7.2	13.5	18.4	34.0	6.4	68,964	22,294	4,585	1,488	2,207	13,878	2,129	
Richland	17.5	.0070	34.9	9.1	15.2	17.6	32.2	6.7	88,138	20,777	5,452	1,072	2,205	26,295	2,419	
Rusk	15.8	.0064	34.2	8.9	14.4	17.2	31.7	5.8	55,564	16,825	4,751	1,571	1,239	4,959	2,840	
□ St. Croix	50.0	.0200	31.1	9.8	17.6	21.0	22.2	17.5	289,876	59,800	26,156	27,079	6,025	83,319	3,613	
Sauk	46.5	.0186	34.7	8.5	15.5	19.3	30.3	18.2	329,018	84,310	43,761	28,351	7,629	57,320	7,724	
Sawyer	14.9	.0059	38.0	7.1	13.3	19.3	34.8	5.7	98,421	34,476	9,601	1,769	2,110	13,791	1,604	
Shawano	38.7	.0155	36.1	8.0	13.4	19.1	32.4	14.5	164,793	46,621	19,122	10,768	5,640	29,599	5,300	
Taylor	19.1	.0077	32.5	9.8	14.4	17.9	28.4	6.7	78,254	20,406	7,471	1,504	3,973	18,087	1,699	
Trempealeau	26.2	.0104	35.5	7.9	14.7	18.5	32.2	9.7	134,694	28,010	10,274	2,026	953	50,488	2,819	
Vernon	26.7	.0107	37.2	7.6	14.2	18.9	34.2	10.3	90,405	21,731	7,267	2,159	7,401	16,975	2,592	
Vilas	19.0	.0076	40.9	6.4	13.0	19.7	38.7	7.8	147,306	41,965	18,181	3,107	5,604	22,077	3,386	
Walworth	74.7	.0299	32.9	13.3	15.6	19.6	27.2	28.3	462,798	98,653	63,060	38,509	10,317	90,407	13,597	
Washington	14.6	.0059	37.1	7.2	14.2	18.7	34.2	5.8	121,800	33,371	10,311	4,041	3,582	35,826	6,421	
Waukegan	45.8	.0184	36.5	8.2	14.4	18.3	33.6	17.0	249,062	66,645	28,503	19,150	9,222	61,353	6,702	
Waukegan	20.9	.0083	38.1	7.5	13.9	18.9	35.2	8.5	76,154	17,832	6,658	1,391	1,172	19,417	926	
Wood	79.8	.0319	32.3	10.1	16.2	19.6	26.1	30.2	713,799	119,054	42,487	121,151	25,619	155,927	6,991	
TOTAL METRO COUNTIES	3,250.5	1.3009	32.1	11.5	17.7	20.1	24.7	1,245.2	24,307,878	4,460,599	2,315,266	3,326,985	1,457,743	5,558,107	679,661	
TOTAL STATE	4,891.1	1.9577	32.7	11.0	16.9	19.7	26.4	1,859.3	33,649,403	6,426,912	3,237,239	4,179,247	1,737,805	7,465,148	896,397	

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METRO & COUNTY TOTALS

WISC. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
APPLETON-OSHKOSH-NEENAH	4,023,194	27,573	20.7	32.1	20.2	13.7	.1269
Calumet	446,885	29,757	19.0	32.3	22.5	15.4	.0123
Outagamie	1,795,409	28,628	18.9	33.1	21.1	14.4	.0579
• Appleton	910,869	28,202	19.7	32.1	20.7	14.4	.0276
Winnebago	1,780,900	25,962	22.8	31.1	18.9	12.6	.0567
• Neenah	330,551	28,373	19.1	33.0	20.7	14.9	.0102
• Oshkosh	636,594	21,832	27.6	29.1	14.6	10.3	.0235
SUBURBAN TOTAL	2,145,180	28,979	19.0	32.8	22.0	14.4	.0636
EAU CLAIRE	1,543,159	22,417	26.2	29.1	15.8	10.5	.0519
Chippewa	636,432	25,094	23.7	29.3	17.4	14.0	.0208
Eau Claire	906,727	20,885	27.8	28.8	14.9	8.4	.0311
• Eau Claire	586,602	19,824	29.0	28.0	13.9	7.7	.0226
SUBURBAN TOTAL	956,557	24,255	24.2	29.8	17.2	12.4	.0293
GREEN BAY	2,340,910	25,919	21.1	33.3	18.5	11.2	.0795
Brown	2,340,910	25,919	21.1	33.3	18.5	11.2	.0795
• Green Bay	1,159,070	22,735	24.1	32.8	14.9	8.6	.0426
SUBURBAN TOTAL	1,181,840	29,637	17.5	34.0	22.9	14.4	.0369
JANESVILLE-BELOIT	1,787,572	28,139	19.4	30.5	20.6	14.4	.0565
Rock	1,787,572	28,139	19.4	30.5	20.6	14.4	.0565
• Beloit	424,686	24,791	21.4	28.3	18.4	12.4	.0153
• Janesville	708,168	28,816	18.8	32.1	20.8	14.5	.0246
SUBURBAN TOTAL	654,718	29,514	18.7	30.1	22.3	15.6	.0166
KENOSHA	1,874,026	34,403	16.3	23.8	21.5	27.5	.0501
Kenosha	1,874,026	34,403	16.3	23.8	21.5	27.5	.0501
• Kenosha	1,143,064	32,477	17.6	24.5	21.1	24.7	.0320
SUBURBAN TOTAL	730,962	37,668	14.2	22.3	22.2	32.5	.0181
LA CROSSE	1,205,544	24,478	23.6	29.5	17.7	12.6	.0400
La Crosse	1,205,544	24,478	23.6	29.5	17.7	12.6	.0400
• La Crosse	603,960	20,977	26.7	26.6	14.7	10.8	.0244
SUBURBAN TOTAL	601,584	28,574	19.7	33.3	21.3	14.8	.0156
MADISON	5,232,635	28,138	20.9	27.5	19.7	18.1	.1616
Dane	5,232,635	28,138	20.9	27.5	19.7	18.1	.1616
• Madison	2,656,810	25,318	22.7	26.2	17.0	17.2	.0883
SUBURBAN TOTAL	2,575,825	30,785	18.8	29.4	22.7	19.1	.0733
MILWAUKEE	20,866,517	30,651	18.2	26.7	21.2	20.9	.6127
Milwaukee	13,353,393	27,407	20.7	27.3	19.4	17.0	.3980
• Milwaukee	7,874,880	24,443	22.7	27.5	18.0	13.3	.2293
Wauwatosa	891,901	34,912	16.8	25.3	23.0	26.8	.0308
West Allis	969,556	28,390	20.3	30.8	20.9	15.5	.0325
Ozaukee	1,194,524	37,224	13.1	25.4	24.7	29.5	.0322
Washington	1,186,031	31,111	16.1	32.6	24.5	16.3	.0349
Waukesha	5,132,569	40,823	11.3	22.2	26.0	34.6	.1476
• Waukesha	840,154	34,263	15.7	26.7	25.4	23.0	.0307
SUBURBAN TOTAL	12,151,483	35,863	14.3	25.7	23.9	27.7	.3527

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
MILWAUKEE-RACINE CONSOLIDATED	23,157,104	30,490	18.3	26.9	21.3	20.4	.6837
RACINE	2,290,587	29,258	18.2	29.5	22.3	16.0	.0710
Racine	2,290,587	29,258	18.2	29.5	22.3	16.0	.0710
• Racine	1,044,747	25,804	21.1	29.3	20.1	12.1	.0345
SUBURBAN TOTAL	1,245,840	32,484	15.1	29.8	24.6	20.0	.0365
SHEBOYGAN	1,404,175	29,355	19.6	29.9	22.0	16.1	.0411
Sheboygan	1,404,175	29,355	19.6	29.9	22.0	16.1	.0411
• Sheboygan	653,504	26,940	21.7	29.2	19.7	14.1	.0209
SUBURBAN TOTAL	750,671	31,532	17.6	30.4	24.3	18.2	.0202
WAUSAU	1,296,303	24,838	22.0	32.6	17.7	10.3	.0426
Marathon	1,296,303	24,838	22.0	32.6	17.7	10.3	.0426
• Wausau	429,138	22,234	23.3	28.6	15.8	10.0	.0173
SUBURBAN TOTAL	867,165	25,950	21.4	34.6	18.7	10.5	.0253
OTHER COUNTIES							
Adams	151,791	21,223	27.4	27.8	14.7	10.1	.0039
Ashland	153,871	17,806	31.2	27.6	11.1	5.5	.0057
Barron	415,069	19,469	28.9	29.3	12.5	6.7	.0139
Bayfield	135,956	17,974	30.2	26.6	12.3	6.0	.0041
Buffalo	152,077	19,701	29.0	27.8	12.2	9.2	.0041
Burnett	139,170	18,629	30.4	28.1	11.0	7.1	.0044
Clark	297,744	18,090	29.0	27.6	10.3	6.9	.0092
Columbia	535,595	23,275	24.2	31.9	16.7	9.1	.0170
Crawford	152,437	17,570	30.7	27.0	9.6	7.0	.0054
Dodge	869,521	25,470	22.4	32.6	18.2	11.6	.0252
Dor	320,942	22,371	26.3	33.0	13.5	9.6	.0106
□ Douglas	473,682	22,249	24.3	28.6	16.3	9.7	.0153
• Superior	321,214	21,387	24.9	26.7	15.7	10.3	.0113
Dunn	321,906	18,250	30.5	28.1	10.5	6.7	.0104
Florence	41,610	21,667	25.8	25.5	14.8	12.7	.0012
Fond du Lac	1,108,595	27,144	21.4	31.8	20.3	13.0	.0341
Forest	83,524	18,598	32.7	28.8	10.7	5.6	.0026
Grant	513,946	21,005	25.8	29.5	13.3	9.5	.0161
Green	383,180	23,368	24.5	30.4	16.1	11.2	.0149
Green Lake	207,139	20,814	28.4	30.7	13.2	8.0	.0061
Iowa	179,629	17,144	32.4	28.6	7.3	5.7	.0127
Iron	50,641	13,905	35.1	24.1	4.9	2.4	.0020
Jackson	160,274	18,433	28.4	28.5	12.0	5.2	.0051
Jefferson	815,266	25,425	21.9	32.8	18.4	11.0	.0243
Juneau	228,791	19,113	29.7	28.4	11.1	8.1	.0071
Kewaunee	207,227	23,168	24.8	30.1	15.8	10.9	.0060
Lafayette	166,050	20,747	26.8	30.1	13.5	8.2	.0047
Langlade	200,815	19,511	28.5	28.3	11.5	8.9	.0066
Lincoln	293,503	19,771	28.9	31.2	11.8	6.4	.0094
Manitowoc	909,012	24,059	23.9	33.3	16.8	9.2	.0270

This is a test.



Sources: 1989 Simmons-Scarborough Newspaper Readership Study, Saatchi & Saatchi, D.S. Compton, 1988

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METRO & COUNTY TOTALS

WISC. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
			(A) \$10,000-\$19,999 (B) \$20,000-\$34,999 (C) \$35,000-\$49,999 (D) \$50,000 & Over				
Marinette	419,329	20,009	26.5	30.7	13.3	6.0	0136
Marquette	127,161	16,692	31.4	28.1	7.5	5.0	0038
Menominee	26,656	21,630	32.6	35.3	12.1	7.0	0007
Monroe	416,956	22,255	25.6	30.4	14.6	10.0	0129
Oconto	318,875	19,918	28.4	29.0	13.6	7.2	0095
Oneida	353,021	20,452	29.4	31.0	13.6	6.4	0123
Pepin	80,673	21,242	25.8	30.2	13.6	9.0	0024
Pierce	385,062	24,987	23.1	30.8	16.1	13.7	0113
Poli	345,150	19,268	28.4	29.6	12.1	6.5	0109
Portage	717,071	26,444	21.6	28.1	19.3	15.1	0228
Price	168,663	19,519	26.6	27.0	14.3	7.7	0051
Richland	180,042	20,089	27.6	30.3	11.8	8.1	0057
Rusk	136,297	16,962	33.3	27.0	9.6	4.5	0041
St. Croix	637,519	29,888	18.2	28.1	21.8	18.1	0188

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hd. EBI	% of Hds. by EBI Group				Buying Power Index
			A	B	C	D	
			(A) \$10,000-\$19,999 (B) \$20,000-\$34,999 (C) \$35,000-\$49,999 (D) \$50,000 & Over				
Sauk	531,580	22,179	26.1	32.0	14.7	8.6	0176
Sawyer	125,046	15,804	31.4	25.7	8.9	4.3	0047
Shawano	369,093	18,904	28.7	28.6	11.9	6.8	0116
Taylor	173,724	19,012	29.8	28.6	11.4	7.5	0055
Trempealeau	246,522	19,216	29.2	30.2	10.9	6.6	0082
Vernon	261,687	18,167	28.1	26.1	11.8	7.6	0077
Vilas	200,455	18,899	31.6	29.4	10.8	6.8	0071
Walworth	947,805	25,850	22.1	29.2	19.5	13.2	0284
Washburn	131,842	16,916	33.3	26.4	9.7	4.1	0053
Waupaca	467,916	21,186	25.6	31.3	14.0	7.5	0152
Waushara	197,194	16,911	31.1	27.4	9.2	5.0	0060
Wood	990,649	26,161	21.6	29.6	19.1	13.7	0339
TOTAL METRO COUNTIES	44,975,823	28,689	19.7	28.3	20.4	17.7	1.3680
TOTAL STATE	62,489,573	26,105	21.8	29.0	18.4	14.8	1.9281

Wyoming

POPULATION—12/31/89



S&MM ESTIMATES

METRO AREA		Total Population (Thou- sands)	% Of U.S.	Median Age Of Pop.	% of Population by Age Group					Hous- eholds (Thou- sands)
County	City				18-24 Years	25-34 Years	35-49 Years	50 & Over		
CASPER		65.8	0263	29.9	12.2	21.1	20.6	18.6	25.7	
	Natrona	65.8	0263	29.9	12.2	21.1	20.6	18.6	25.7	
	* Casper	44.0	0176	30.7	12.2	21.0	20.5	20.4	17.5	
	SUBURBAN TOTAL	21.8	0087	28.3	12.1	21.7	20.6	14.9	8.2	
CHEYENNE		74.3	0298	31.0	11.7	19.1	21.0	21.4	30.1	
	Laramie	74.3	0298	31.0	11.7	19.1	21.0	21.4	30.1	
	* Cheyenne	53.9	0216	32.3	10.7	18.9	20.8	24.1	22.8	
	SUBURBAN TOTAL	20.4	0082	27.9	14.2	19.5	21.7	14.4	7.3	
OTHER COUNTIES										
	Albany	29.4	0118	27.0	24.2	20.8	16.8	16.7	12.1	
	Big Horn	11.3	0045	33.5	8.1	14.3	19.1	28.8	4.2	
	Campbell	32.8	0131	26.5	13.9	24.6	19.6	9.6	11.7	
	Carbon	18.4	0074	29.3	11.6	21.4	20.1	17.7	6.5	
	Converse	13.1	0052	27.8	11.4	21.0	20.5	14.4	4.5	
	Crook	5.7	0023	31.6	9.1	16.4	21.8	22.7	2.3	
	Fremont	34.4	0138	29.7	10.7	19.1	21.4	18.5	12.3	
	Goshen	12.7	0051	34.8	9.5	14.9	19.5	30.2	5.1	
	Hot Springs	5.5	0022	35.1	8.9	15.6	18.7	31.5	2.2	
	Johnson	6.4	0025	34.0	7.6	17.2	20.5	27.8	2.6	
	Lincoln	14.8	0059	28.2	8.4	17.9	17.9	19.9	5.2	
	Niobrara	2.8	0012	38.3	7.9	13.3	20.8	33.9	1.2	
	Park	23.9	0095	32.5	10.4	17.1	21.7	24.1	9.1	
	Platte	10.1	0041	31.3	9.4	19.9	21.1	21.4	4.2	
	Sheridan	25.2	0101	32.7	9.1	19.2	19.4	26.1	10.0	
	Sublette	5.5	0022	31.3	8.6	18.8	22.7	20.4	1.9	
	Sweetwater	43.0	0172	27.7	12.0	22.3	19.6	14.2	15.7	
	Teton	11.9	0047	30.8	11.8	28.7	23.5	14.3	5.4	
	Uinta	19.0	0076	27.1	11.8	21.2	17.3	16.0	6.4	
	Washakie	9.0	0036	31.1	9.0	17.2	20.5	22.9	3.3	
	Weston	6.9	0028	31.1	10.1	17.5	20.8	22.4	2.7	
TOTAL METRO COUNTIES		140.1	0561	30.5	11.9	20.0	20.8	20.1	55.8	
TOTAL STATE		481.9	1929	29.8	11.9	20.1	20.1	19.4	184.4	

RETAIL SALES BY STORE GROUP—1989



Total Retail Sales (\$000)	Food (\$000)	Eating & Drinking Places (\$000)	General Merch. (\$000)	Furniture/ Furnish/ Appliance (\$000)	Auto- mobile (\$000)	Drug (\$000)
455,624	97,641	40,323	58,229	25,884	116,099	5,281
455,624	97,641	40,323	58,229	25,884	116,099	5,281
421,202	95,012	37,112	54,569	25,212	107,334	5,234
34,422	2,629	3,211	3,660	672	8,765	47
581,706	93,938	64,834	76,423	25,247	149,862	6,649
581,706	93,938	64,834	76,423	25,247	149,862	6,649
520,508	78,510	58,589	68,962	24,846	145,820	6,235
61,198	15,428	6,245	7,461	401	4,042	414
182,085	37,195	24,460	11,872	8,082	35,902	5,866
24,529	8,561	3,859	876	1,048	2,302	1,206
159,976	38,224	15,038	17,450	4,217	32,961	4,847
92,712	23,704	10,449	6,493	1,736	14,011	3,132
49,021	11,515	5,128	3,730	1,085	9,482	1,618
16,438	3,758	2,771	984	111	580	413
169,334	45,380	14,188	17,849	3,059	33,305	4,570
50,336	12,135	6,082	5,575	599	6,009	1,811
23,273	7,398	1,922	499	428	2,786	1,024
26,240	4,312	2,718	988	1,055	593	973
54,060	11,036	4,221	2,675	924	13,749	1,340
13,065	2,172	1,419	477	59	2,040	178
142,388	25,605	14,947	26,672	3,422	24,602	3,949
36,913	10,637	3,891	1,513	580	6,381	665
163,524	41,077	19,447	13,753	5,252	34,733	4,133
19,007	7,030	2,977	1,089	455	886	232
244,015	47,148	25,055	25,844	9,978	56,329	5,197
135,463	13,894	27,424	5,499	4,625	11,308	2,993
94,261	24,799	7,609	6,679	1,544	14,591	922
45,306	12,717	3,720	4,819	1,350	11,997	1,156
32,781	8,022	2,474	1,663	447	9,756	1,026
1,037,330	191,579	105,157	134,652	51,131	265,961	11,930
2,812,057	587,898	304,956	291,651	101,187	590,044	59,181

WYO. (cont.)

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
CASPER	748,981	24,386	21.5	34.9	16.3	10.3	.0247
Natrona	748,981	24,386	21.5	34.9	16.3	10.3	.0247
• Casper	514,115	24,615	21.1	33.2	17.1	10.8	.0187
SUBURBAN TOTAL	234,866	23,996	22.5	38.6	14.7	9.1	.0060
CHEYENNE	738,984	19,045	28.3	28.2	13.0	6.6	.0274
Laramie	738,984	19,045	28.3	28.2	13.0	6.6	.0274
• Cheyenne	554,131	19,168	27.2	28.4	13.1	6.7	.0218
SUBURBAN TOTAL	184,853	18,692	31.1	27.5	13.0	6.3	.0056
OTHER COUNTIES							
Albany	292,933	17,710	25.9	25.0	12.6	7.1	.0101
Big Horn	94,032	17,500	29.1	27.7	9.5	5.5	.0027
Campbell	417,779	31,564	17.6	31.8	26.0	16.4	.0117
Carbon	180,983	23,900	21.1	34.4	17.0	8.6	.0059
Converse	130,928	25,292	20.2	38.1	16.8	9.6	.0039
Crook	49,593	16,889	33.7	28.2	8.1	4.7	.0015
Fremont	300,599	21,166	26.5	35.4	12.3	5.5	.0102

EFFECTIVE BUYING INCOME—1989



METRO AREA County City	Total EBI (\$000)	Median Hhd. EBI	% of Hhds. by EBI Group:				Buying Power Index
			(A) \$10,000-\$19,999	(B) \$20,000-\$34,999	(C) \$35,000-\$49,999	(D) \$50,000 & Over	
Goshen	107,221	15,778	29.5	24.8	8.8	5.7	.0036
Hot Springs	58,313	21,468	23.0	29.2	15.9	8.3	.0017
Johnson	56,619	15,333	30.1	25.2	5.9	7.2	.0018
Lincoln	127,587	20,385	26.8	31.8	12.1	6.9	.0040
Niobrara	22,934	13,581	29.4	21.1	8.4	3.7	.0007
Park	236,899	21,073	26.6	31.3	12.6	8.3	.0080
Platte	92,621	19,452	27.1	35.9	8.9	3.5	.0029
Sheridan	285,255	23,187	23.1	28.8	18.3	9.1	.0093
Sublette	47,687	20,191	27.8	31.6	11.5	7.4	.0014
Sweetwater	498,229	27,625	17.8	36.0	22.6	10.9	.0153
Teton	142,156	20,339	29.5	30.2	12.0	8.9	.0054
Uinta	198,343	27,514	17.1	40.4	18.9	9.8	.0061
Washakie	91,801	23,078	25.0	32.6	15.1	9.9	.0029
Weston	82,878	27,656	20.5	33.2	19.8	10.7	.0025
TOTAL METRO COUNTIES	1,487,965	21,773	25.2	31.1	14.6	8.3	.0521
TOTAL STATE	5,093,355	22,427	24.2	31.6	15.4	8.6	.1637

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SALES & MARKETING MANAGEMENT

SEPTEMBER 1990
A BILL PUBLICATION
FOUR DOLLARS

THE ELECTRONIC SALESPERSON

A Look at What's New In Hi-Tech Sales Hardware

INTERNATIONAL MARKETING

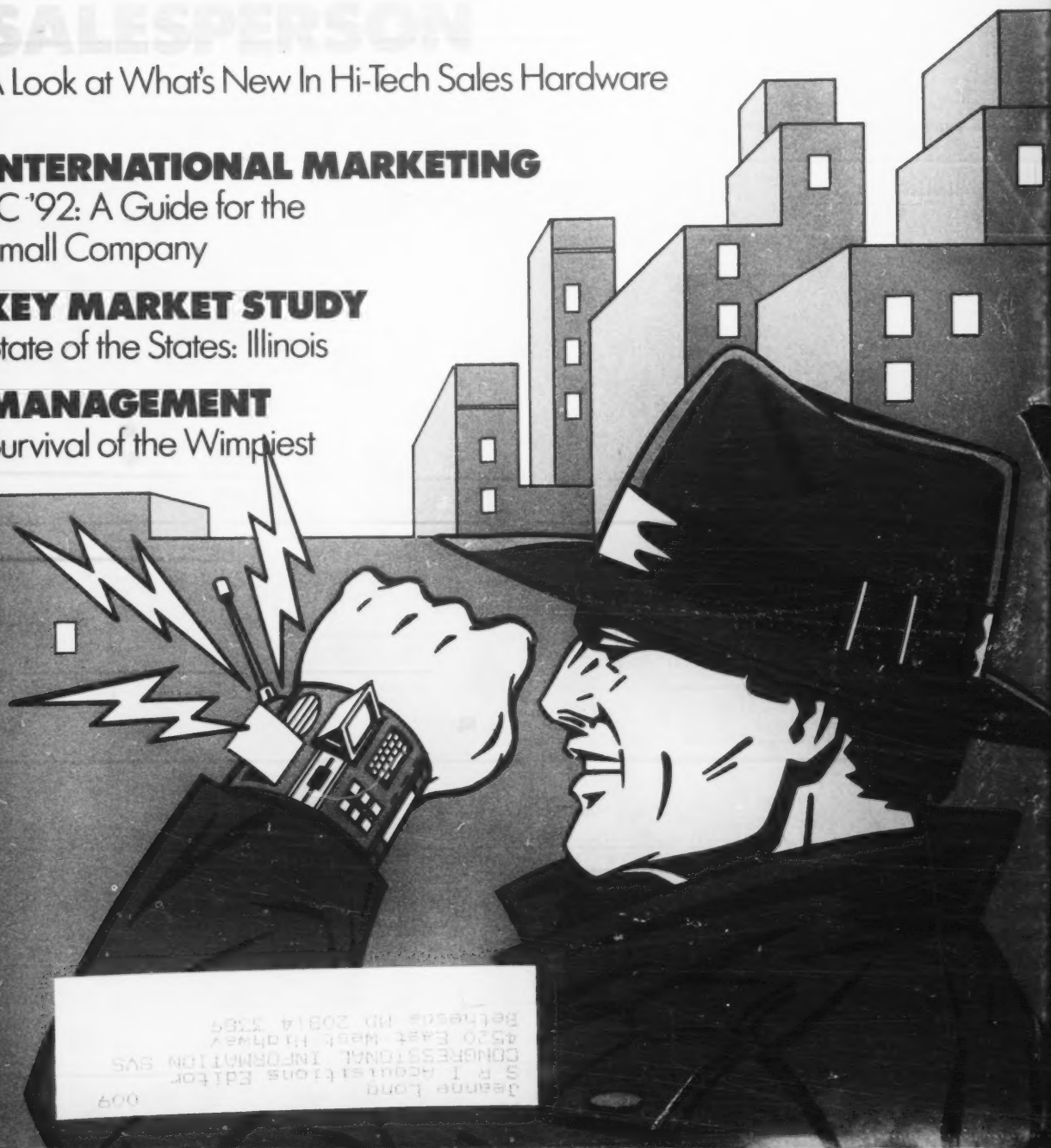
EC '92: A Guide for the
Small Company

KEY MARKET STUDY

State of the States: Illinois

MANAGEMENT

Survival of the Wimpiest



Jeanne Long
S R I Acquisitions Editor
CONGRESSIONAL INFORMATION SVS
4520 East West Highway
Bethesda, MD 20814 3789

SALES & MARKETING MANAGEMENT



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ABP

BPA

THE RACE

A CHANGE OF PACE



both personal skills and portable thrills. The result: the debut of the *Three H's*—Human, Hi-Tech, and (if you're not careful) Hernia. For an in-depth look at the newest, smallest, and lightest of today's hi-tech sales tools, I invite you to check out "The Electronic Salesperson" on page 44.

■ **Changes in Focus:** The next two features, "Seminar Selling" and "Survival of the Wimpiest," discuss some new ways of attacking age-old issues like the sales call and the management selection process. In the latter piece, illustrator Steve Atoe has done his usual outstanding (if somewhat bizarre) job of providing his own version of the *Three H's*—Humor, High Quality, and How-the-hell-does-he-think-of-this-stuff? To find out, see page 89.

■ **Political Change:** It's been one hell of a year for Europe. The Berlin Wall coming down, democratic change sweeping through the Eastern Bloc, the reunification of Germany—you name it, it's happened. Naturally, all these goings-on have tended to overshadow another European development, that of "EC '92," the target date/moniker for a unified European marketplace that should make it easier for small and medium-sized firms to penetrate the formerly labyrinthian maze of regulations and red tape that often used to stymie their efforts. Also in this piece: a late-breaking sidebar that discusses an upcoming series of seminars on How to Do Business in the Soviet Union, jointly sponsored by S&MM, the Soviet government, and Bill Communications Exposition & Conference Group. Look for the story on page 96.

■ **Changing Attitudes:** The next feature, the second in an ongoing series covering *Sales & Marketing Pursuits*, deals with two separate but related topics: wine (the proper selection and serving thereof) and the ballot for our annual Business Executives' Dining Awards. In addition, a new department on Business Etiquette debuts in these pages, next month moving to its regular slot in the departments section. Truly some vintage stuff, beginning on page 109.

■ **Economic Change:** Finally, there's Illinois, a state that has undergone some dramatic changes of late, both economically and demographically. For a look at what's happening in the Prairie State these days, check out contributing editor Donna Wintergreen's insightful commentary on page 148.

STATE OF THE STATES: ILLINOIS

Diversity and change have transformed this once beleaguered midwestern market.

BY DONNA WINTERGREEN

Just 35 miles from downtown Chicago, there's a 600-acre chunk of pristine prairie that stands as a silent tribute to the vast, untamed wilderness that was once Illinois. Less than 200 years ago, most of the state looked like this—lush grasses and clumps of colorful wildflowers that stretched in every direction as far as the eye could see.

This particular piece of prairie is more than just a monument to the past, however, since beneath its otherwise verdant veneer lies a four-mile underground loop where subatomic particles whiz by at a blazing 186,232 miles per second.

Located on the grounds of the Fermi National Accelerator Laboratory, one of the nation's premier particle physics research centers, this seemingly peaceful plot (the largest example of this now-rare ecosystem in the state) is perhaps the perfect metaphor for modern-day Illinois: A place where prairie meets particle physics and things are not always what they seem on the surface.

Over the years, most marketers have tended to view Illinois as an extension of Chicago, with the rest of the state lumped together under the not-altogether-flattering banner of "Down-

state," a term used by Chicagoans and others to describe any place outside the immediate confines of the Windy City.

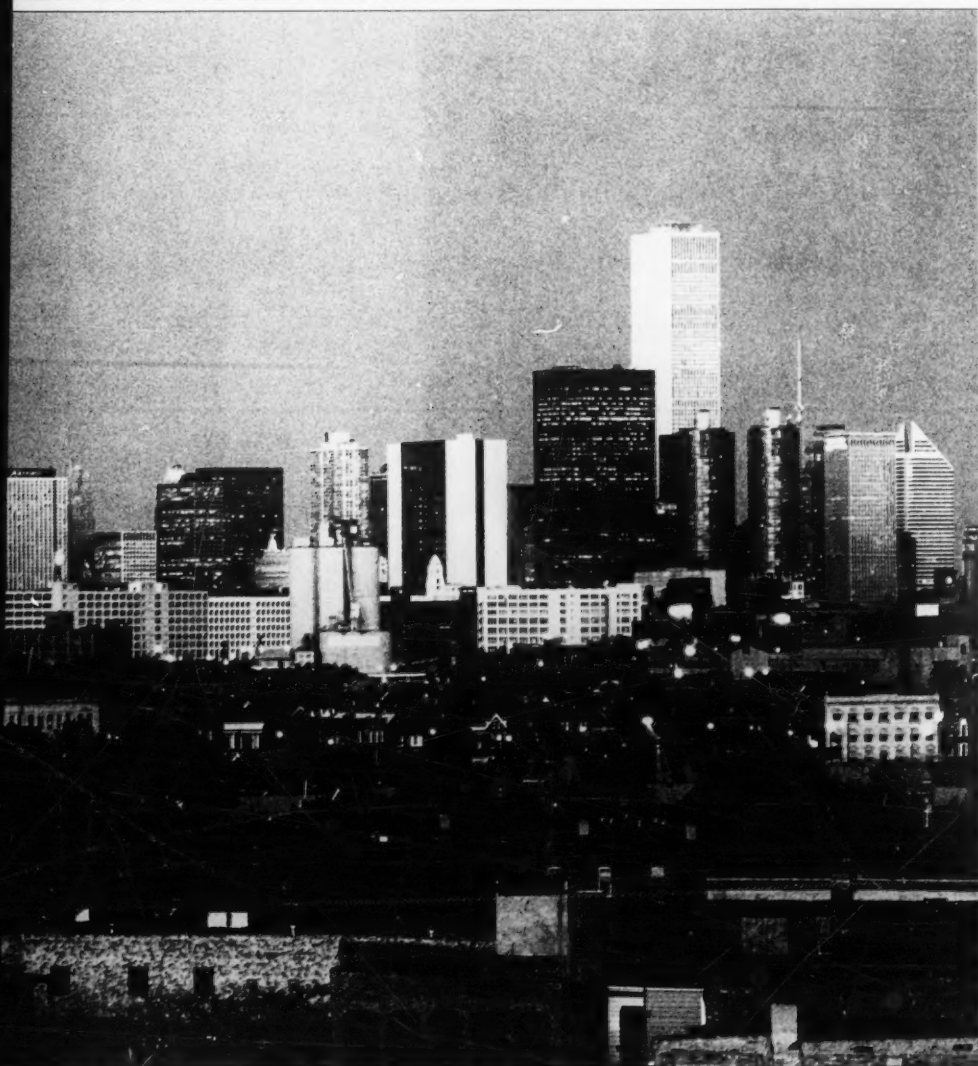
Nowadays, however, with Chicago and its neighboring metros forming one vast, 11-county expanse of urban and suburban sprawl, the definition of Downstate has been altered somewhat, and one might even question whether the term is valid at all, given the rather impressive growth and change that has occurred in virtually every part of the state in recent years.

Downstate in Bloomington, for example, is the site selected by Diamond-Star Motors, the much-heralded joint venture between Chrysler and Mitsubishi. Downstate Peoria is the incubator for an infant biotechnology industry and the home of Caterpillar, Inc., the state's largest exporter. And Downstate Mattoon will soon become home for Mattoon Precision, another automotive-industry joint venture, this one between DK Manufacturing Inc. of Decatur, Ill.; Nukabe Manufacturing and Gunma Seiki of Gunma, Japan; and Diesel Kiki of Tokyo.

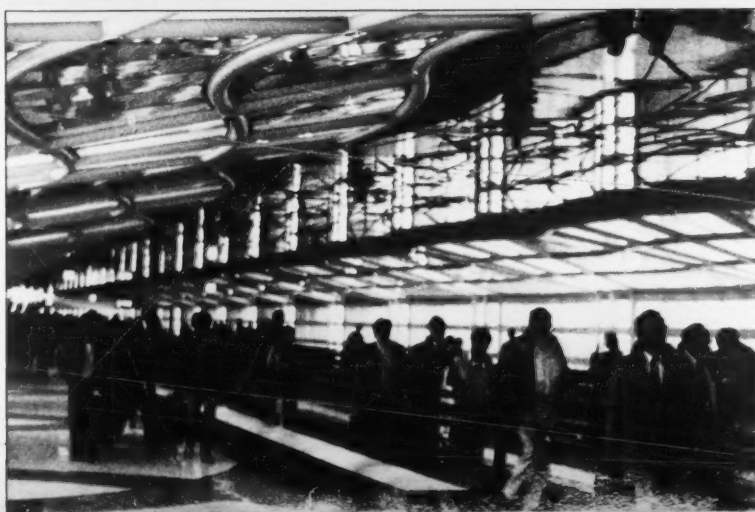
GLOBAL GROOMING

"If ranked as a separate country," points out Illinois Governor James ("Big Jim") Thompson, "we would have the fourteenth largest economy in the world."





TERRY FARMER



PETER J. SCHULZ

KEY MARKET STUDY

An impressive stat, to be sure, but Thompson's global perspective involves more than just tossing around a few noteworthy numbers. The "new" Illinois is a state that's been painstakingly groomed by Thompson's administration for a leadership role in the world economy, and it's a role that the Governor and others in charge of the state's growth take very seriously indeed.

"The state of Illinois has fostered double-digit growth in exports and tourism through a strategic network of foreign offices we've built up over the past twenty-five years," he says. "We now have nine foreign offices in six countries, serving Eastern and Western Europe, Asia, Latin America, and Canada."

Equally impressive is the state's "Corridors of Opportunity" program, which provides funds to develop and promote economic "corridors" in such areas as hi-tech, automotive, agribusiness, services, general manufacturing, and tourism. With the support of the Department of Commerce and Community Development, the various corridor councils have promoted Illinois businesses both nationally and internationally, and have also attracted a number of new ventures to the state—many of them from Japan and other Asian nations.

What emerges from all this economic diversity and change is a picture of a state that seems well on its way toward overcoming the obstacles that have plagued many other midwestern locations. However, in spite of the cohesive efforts being undertaken at the state level, Illinois's six major metro

VITAL STATISTICS

POPULATION

Total: 11,696,900
Male: 5,660,658
Female: 6,036,242
Black: 1,846,090
Hispanic: 892,642
Median Age: 33.0
Households: 4,371,400

EFFECTIVE BUYING INCOME

Total: \$163,535,104,000
Median Household: \$28,438

RETAIL SALES

Total: \$78,949,322,000
Per-Household: \$18,060
Automotive: \$16,711,127,000
Drugstore: \$3,929,148,000
Eating & Drinking: \$7,914,662,000
Food: \$14,488,125,000
General Merchandise: \$9,271,608,000

BUYING POWER INDEX

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KEY MARKET STUDY

markets tend to retain their own individual demographic and socioeconomic identities. In the profiles that follow, we'll examine each of these six markets in depth, revealing what it is that makes them worthy of your attention, both now and in the future.

AURORA-ELGIN

By the early 1900s, the expansion of Chicago's manufacturing sector had devoured most of the city's prime industrial sites, causing many businesses to look for new space in the belt of "satellite" cities that surround the burgeoning metropolis.

Chamber of Commerce:
312-897-9214/312-741-5660
Convention & Visitors Bureau:
312-741-5660

Population: 362,300
Households: 129,900
Black: 18,100
Hispanic: 39,100
Median Age: 31.1
Total EBI: \$5,215,510,000
Median Hshld. EBI: \$32,336
Retail Sales: \$2,669,811,000
Buying Power Index: 1547

Nearly 100 years later, cities like Aurora and Elgin are still considered to have some of the most desirable real estate in the greater Chicago area, although these days it's housing, rather than industry, that has made these two locations attractive to Chicagoans. So attractive, in fact, that figures on new housing starts place both Aurora and Elgin among the Greater Chicago area's leaders for new housing units.

Of course, it's not all green lawns and white picket fences. Industry continues to be a major part of the overall economic picture in Aurora and Elgin, due in large part to a heavy and well-funded emphasis on business development. In recent years, office and industrial parks have sprung up to accommodate such well-known corporate residents as Toyota, George A. Hormel, the Chicago *Sun-Times*, Marantz, Hyundai, Farmers Insurance, Nissan, MTI (Mitutoyo), and Pepsi. With this kind of economic diversity, the Aurora-Elgin metro area obviously offers some solid business opportunities.

But what about the people? How do Aurora-Elgin's demographics stack up against the competition in terms of its desirability as a potential market for consumer goods and services? Well, aside from its position as the nation's 122nd-largest metro (with a population

of 362,300), the two-county market places in the top 50 in terms of median household Effective Buying Income (EBI)—30th, at \$32,336—and also ranks in the top 100 in its percentage of Hispanic residents (approximately 10%). In addition, Aurora-Elgin charts relatively high in the areas of per-household retail sales (91st, at \$20,553), building material and hardware store sales (76th), apparel and accessory store sales (99th), and drugstore sales (94th). And with projections from S&MM's *Survey of Buying Power-Part II* showing this metro area growing at a steady 6.5% pace between 1988 and 1993, this should further solidify Aurora-Elgin's position as a market to be reckoned with in Illinois's rapidly changing consumer and business climate.

CHICAGO

To many Illinois residents, Chicago tends to be viewed with equal amounts of pride and resentment. On the one hand, this huge megalopolis provides a thriving and well-tuned tax base that feeds the state's coffers to a considerable extent. On the other, it's the proverbial "money pit" where business and industry vie for economic supremacy—not always, some might say, with the best interests of the city (and its citizens) at heart.

Naturally, this huge metro area (the third largest in the nation with just over 6.2 million residents) has a large influence on the rest of the state, providing breathtaking skylines, volatile (decidedly Democratic) politics, and a virtual kaleidoscope of culture, sports, restaurants, and shopping unequaled anywhere between New York and Los Angeles.

And it's not all conspicuous consumption, either. Business-to-business marketers also find Chicago an attractive market, with Cook County (the core of the three-county metro area) home to no fewer than 54 Fortune 500 companies. A look at Cook County's "billion dollar" industries (based on shipment/receipt data from Dun's Marketing Services) shows that while certain manufacturing and other related industries continue to flourish (commercial printing; petroleum refining; plastic parts manufacturing; general warehousing and storage; and electric services), the service sector has gained considerable momentum, with similar billion-dollar segments that include national and commercial banks; fire, medical, and casualty insurance; insurance agencies and brokers; residential building operators; real estate agents and management; advertising agencies;



AWARD-WINNING HOTELS AND RESTAURANTS

Since 1985, *Sales & Marketing Management* has handed out a total of 59 Business Executives' Dining Awards to the 16 Illinois restaurants listed below. The awards are based on the votes of our readers, who selected these dining spots as their favorite places for entertaining clients and customers in the Prairie State.

In addition, S&MM's sister publication, *Successful Meetings*, offers its annual Pinnacle Award to outstanding hotels and meeting facilities, with 16 Illinois hotels garnering a grand total of 55 Pinnacle Awards since 1985.

RESTAURANTS

Arnie's: Chicago
Berghoff: Chicago
Cafe La Cave: Des Plaines
Cape Cod Room: Chicago
Carson's, the Place for Ribs: Chicago
Chez Paul: Chicago
Como Inn: Chicago
Don Roth's Blackhawk: Chicago
Le Francois: Wheeling
Gene & Georgetti: Chicago
Lawry's Prime Rib: Chicago
Morton's of Chicago: Chicago
Nick's Fishmarket: Chicago
The Pump Room: Chicago
Shaw's Crab House: Chicago
Spaggiari: Chicago

HOTELS

Chicago Hilton & Towers: Chicago
Chicago Marriott Downtown: Chicago
The Drake: Chicago
Hyatt Regency Chicago: Chicago
Hyatt Regency O'Hare: Rosemont
Indian Lakes Resort: Bloomington
Marriott Lincolnshire Resort: Lincolnshire
Marriott O'Hare: Rosemont
Nordic Hills Resort & Conf. Center: Itasca
The Palmer House: Chicago
Pheasant Run Resort: St. Charles
The Ritz-Carlton: Chicago
Sheraton Plaza: Chicago
Stouffer Hamilton Hotel: Itasca
Westin Hotel: Chicago
Westin O'Hare: Rosemont

health care; legal services; educational institutions; and management services.

When America's manufacturing sector fell on hard times in the 1970s and early 1980s, hundreds of Chicago factories (many of them located in outlying suburbs) closed or relocated, throwing these neighborhoods out of balance and their residents out of work.

Almost simultaneously, however, the city began a metamorphosis of a different sort, heralded by the downtown building boom of the early 1970s, a boom funded largely by corporations and cash-rich pension funds. The John Hancock Center, the Amoco Building, and the 110-story Sears Tower—three of the world's tallest buildings—led the vibrant redevelopment of downtown Chicago.

Today, the city boasts \$10 billion worth of recent investment in the downtown area, 500,000 new jobs in the metropolitan area as a whole, and a newly retooled manufacturing sector.

In essence, Chicago has matured as a world business center. Seventy international banks and 20 foreign airlines currently operate in the city, and various major hotel corporations have built or rehabbed 10,000 rooms since 1980, bringing the area total to roughly

60,000—a definite necessity in a city that attracts more conventions than any other.

"Economic development is a top priority for Chicago," says Mayor Richard M. Daley. "More than 4,300 manufacturers, distributors, and industrial supply companies now operate in our

Chamber of Commerce:
312-580-6900
Convention & Visitors Bureau:
312-225-5000

Population: 6,214,400
Households: 2,323,300
Black: 1,477,100
Hispanic: 738,100
Median Age: 33.2
Total EBI: \$93,447,201,000
Median Hshld. EBI: \$30,967
Retail Sales: \$45,021,951,000
Buying Power Index: 2.7031

city. They're here because our work force, supply network, transportation systems, and access to markets are among the best in the country."

Accordingly, the city has recently invested \$1.6 billion in its two airports (site selection for a third Chicago-area airport is already under way) and is constructing a new international terminal at

O'Hare to provide more links to world business centers. In addition, the city is in the midst of building a number of new industrial parks and is also reclaiming older buildings as incubator space for start-up companies.

Statistically, Chicago's "number three" population status tends to color its ranking in several other areas as well. While the metro ranks 38th in median household EBI at \$30,967 (ahead of both New York and Los Angeles), Chicago retail sales are consistently the third largest in the nation, as are its sales in food stores, apparel and accessory stores, eating and drinking places, and furniture, home furnishing, and appliance stores.

In other categories, however, Chicago ranks in second place among the nation's 320 metro markets—areas like gasoline service station sales, building material and hardware store sales, automotive dealer sales, and general merchandise store sales. And given the Windy City's penchant for cold and blustery winters and howling Lake Michigan gales, is it any wonder that Chicago tops all other metros in drugstore sales? At more than \$2.5 billion, that's a lot of Dristan and Alka-Seltzer Plus in anybody's book. ▶

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KEY MARKET STUDY

DAVENPORT-ROCK ISLAND-MOLINE

Along with Davenport and Bettendorf, Iowa, the Illinois cities of Rock Island and Moline are known—particularly to test marketers—as “The Quad Cities.”

Situated on I-80, one of the nation's major east-west interstate links, this three-city metro area (according to the more strict definition of the U.S. Census Bureau) owes much of its recent economic development to the cross-country transportation and shipping industries.

Historically, however, the transportation route that originally caused this region to flourish was the muddy, wide, and often wildly wavy Mississippi River that neatly (or not so neatly) bisects Iowa and Illinois. It was the proximity to this main U.S. waterway, in fact, that helped build local manufacturing empires like Deere & Co., still one of the metro area's major employers.

With a population of 367,500, Davenport-Rock Island-Moline boasts a median household EBI of \$28,073, placing this metro well within the confines of

Chamber of Commerce:
309-762-3661
Convention & Visitors Bureau:
309-762-3661

Population: 367,500
Households: 142,000
Black: 18,500
Hispanic: 13,400
Median Age: 32.3
Total EBI: \$4,995,095,000
Median Hhld. EBI: \$28,073
Retail Sales: \$2,473,393,000
Buying Power Index: .1486



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the nation's top 100 markets, even though population-wise it ranks a more middle-of-the-road 120. And while retail sales in most major store group categories roughly mirror that position, both per-household eating and drinking place sales and per-household fast food sales are the highest of any Illinois metro area—statistics made even more amazing when you consider that this metro area ranks a distant 236th in per-household retail sales overall.

However, it's precisely because of such typically “middle-American” stats that this market—along with nearby Peoria—has perennially been a prime proving ground for new products, with test marketers practically trampling each other to get their wares onto the shelves of the Quad Cities' retail establishments.

And although D-RI-M continues to work hard at being more than just a one-industry manufacturing town, diversification has still been relatively slow in coming to this hybrid metro area.

That should change appreciably, however, with the advent of riverboat gambling, finally sanctioned to begin in January 1991. According to Quad City Development's group vice president, Donald Gibeault, this should throw the tourism industry here into overdrive, and the prospect of Las Vegas-style hoards of free-spending gamblers is already spawning major downtown development on both sides of the Mississippi.

JOLIET

Originally linked to Chicago by river and later by rail, Joliet was another of the numerous satellite cities that—along with places like Waukegan, Aurora, and Elgin—became home to many of the manufacturing facilities that overflowed the cauldron of Chicago's burgeoning industrial growth back in the early part of this century.

With a population of 388,900, Joliet is the third largest metro in Illinois, a market that, interestingly enough,

ranks second in the state in median household EBI (\$33,840), placing Joliet's household earnings a highly respectable 25th out of 320 metros nationwide.

Ruth Calvert Fitzgerald, president of the Joliet/Will County Center for Economic Development, credits this unusually high median family income to the fact that "Joliet is a good base for manufacturing; [its] highly skilled work force is simply earning a good income, and the presently high level of employment in this area is making a difference."

Still, this is a relatively new phenomenon for Joliet. At its peak in 1983, unemployment here was among the worst in the nation, topping 26.5%. By January of 1986, however, that figure had fallen to a more tolerable 11%, and over the course of the next three years was cut in half yet again, thanks to the creation of 6,000 new jobs and the recall of more than 500 employees by Caterpillar—one of the area's biggest employers. This was a direct result of the success of the company's "plant of the future" program, designed to streamline operations and position Caterpillar competitively in the world market.

But while Joliet's incomes have re-

Chamber of Commerce:
815-727-5371
Convention & Visitors Bureau:
815-727-5371

Population: 388,900
Households: 130,300
Black: 38,800
Hispanic: 19,600
Median Age: 30.4
Total EBI: \$5,240,826,000
Median Hshld. EBI: \$33,840
Retail Sales: \$2,093,219,000
Buying Power Index: .1473

bounded, retail sales clearly have not. Among the nation's 320 metros, Joliet holds a disappointing rank of 278th in per-household retail sales, placing in the top 100 only in sales in drugstores and gasoline service stations. Not only that, per-household sales in eating and drinking places, supermarkets, and food stores are among the lowest of any metro in the country.

Why this apparent discord? Economic Development president Fitzgerald explains: "Because we're so close to major retail malls outside of our [metro] area, great portions of Joliet's excellent disposable income are being spent elsewhere. Obviously, there are some tre-

mendous opportunities here for quality retailers, but until we attract more of them, this trend will unfortunately continue."

LAKE COUNTY

With a population of 508,200, Lake County is, after Chicago, the second largest metropolitan area in Illinois. And with a projected 1988-1993 growth rate of 6.5%, it's also one of the state's fastest growing markets.

Even more impressive, however, is this metro's median household EBI, which at \$37,577 is by far the highest in Illinois and ranks 10th highest of any of the nation's 320 metropolitan markets.

This dazzling string of statistics also extends to retail sales, where Lake County ranks in the top 100 in virtually every category except general merchandise store sales—finishing an only-slightly-less-impressive 105th overall.

With its proximity to Chicago, Milwaukee, and at least three other major Illinois markets, this diverse area has traditionally been a prime "bedroom community" for the crème de la crème of Chicago's executive elite. In fact, ac-

Chamber of Commerce:
312-249-3800
Convention & Visitors Bureau:
312-662-2700

Population: 508,200
Households: 171,700
Black: 36,200
Hispanic: 30,400
Median Age: 31.1
Total EBI: \$8,722,856,000
Median Hshld. EBI: \$37,577
Retail Sales: \$4,423,284,000
Buying Power Index: .2504



ILLINOIS GROWTH STATISTICS

	TOTAL POPULATION	TOTAL HOUSEHOLDS	TOTAL EBI (\$000)	AVERAGE HSHLD. EBI	TOTAL RETAIL SALES (\$000)
1970:	11,180,300	3,531,100	\$ 42,573,547	\$12,057	\$ 21,725,566
1980:	11,452,700	4,091,600	\$101,975,141	\$24,923	\$ 48,060,409
1989:	11,696,900	4,371,400	\$163,535,104	\$37,410	\$ 78,949,322
1994:	11,788,500	4,513,800	\$239,476,262	\$53,217	\$106,336,459

SOURCE: Sales & Marketing Management; 1971, 1981, and 1990 Survey of Buying Power, Parts I & II.

cording to senior city planner, Warren Wood, a whopping "sixty-five percent of the CEOs of major Chicago-area corporations live in Lake County's portion of the North Shore," an area that includes such upscale haunts as Lake Forrest, Lake Bluff, and Highland Park—dubbed the "Coho Coast," a reference to the plentitude of Coho Salmon spawned and caught in Lake Michigan's waters.

In addition to the enormous concentration of "old" money, Lake County also possesses a diversified and robust economic base, driven in part by the biomedical industry and giants such as Abbott Laboratories and Baxter International. This base is supported by a well-educated and highly skilled labor force—among them 35,000 blacks and nearly 29,000 Hispanics—many of whom live in and around Waukegan, another old satellite manufacturing city

KEY MARKET STUDY

just up the shore of Lake Michigan.

One curious aspect of this area's recent development concerns layoffs at Baxter International, which have surprisingly spawned what Wood calls a "flurry of entrepreneurship" within the county. Biomedical entrepreneurs in Lake County have resulted in the creation of such internationally renowned hi-tech/biomedical firms as Pandex and Biolmaging, an indirect function of the huge pool of experienced technicians and engineers that live and work in the area.

Lake County's growing role in the world economy is perhaps best summed up by a seemingly small, yet significant, event: The recent appointment of a full-time customs agent at the Waukegan regional airport, a development considered to be of vital importance to area firms that rely on corporate aviation to do business internationally.

PEORIA

Like a number of other Illinois cities, Peoria originally made its fortune from a combination of river transportation (connected, as it is, to both the Great Lakes and the Gulf of Mexico) and cross-country railway links.

Early on, waterway transportation and water resources helped the city become "the distillery capital of the world," home to such well-known brewers and distillers as Pabst and Hiram Walker. Since 1925, however, Peoria's fortunes have been most closely tied—for better or worse—to Caterpillar, the world's largest manufacturer of earth moving equipment.

The "worse" part of this scenario occurred in the 1970s and 1980s, when

Chamber of Commerce:
309-676-0755
Convention & Visitors Bureau:
309-676-0303

Population: 346,900
Households: 132,200
Black: 23,000
Hispanic: 4,000
Median Age: 32.5
Total EBI: \$5,106,303,000
Median Hhld. EBI: \$30,394
Retail Sales: \$2,352,146,000
Buying Power Index: .1464

an industry shakeout hit Peoria perhaps harder than any of its Illinois counterparts. As "Cat" found its world markets faltering, it was forced to cut its work force dramatically. A similar downturn in the alcoholic beverage industry caused the distilleries to follow suit, and to top it all off, the surrounding farm communities were hit with a severe drought and depression.

Nowadays, however, things are decidedly better in Peoria, thanks largely to the fact that Caterpillar has rebounded, retooled, and is currently Illinois's leading exporter. Also, the farm crisis has abated somewhat, and perhaps most important of all, Peoria's industries are beginning to diversify.

"Peoria has become an outstanding example of hi-tech in the heartland," says Martin Mini, president of Peoria's Economic Development Council. Here are just a few of the examples Mini cites: An infant biotechnology industry has put down its roots here; aerospace companies relocating from the West Coast are thriving; and a number of direct marketing companies are finding

their way to this Downstate city.

Peoria's newfound economic well-being is reflected in its healthy median household EBI, which at \$30,394 places this metro area among the top 50 in the nation. Consumer spending, on the other hand, has tended to lag somewhat, with per-household retail sales charting a distant 224 out of 320 U.S. metros and sales in individual store group categories ranking Peoria anywhere from 120th to 148th nationwide. This would seem to suggest that the hard times many residents of this market have experienced in recent years has tightened their grip on savings and made them less likely to turn over their hard earned dollars, at least until they feel assured that things are indeed back on track in this once beleaguered market.

According to the age-old maxim, if something "plays in Peoria" it has a better-than-average chance of succeeding elsewhere. Given this, and given what "plays" in Peoria these days, you might say that what has happened in this particular Illinois market also reflects what has happened to the state as a whole in recent years. Like Peoria, Illinois has had its share of ups and downs. And, as they have in Peoria, diversification and change have affected a turnaround of major proportions in virtually every corner of Illinois—from the glass-and-steel canyons of Chicago's business district to the suburban office and industrial parks to the farms and prairies beyond. □

Donna Wintergreen is president of Wintergreen Marketing, a Chicago-based advertising and communications firm.

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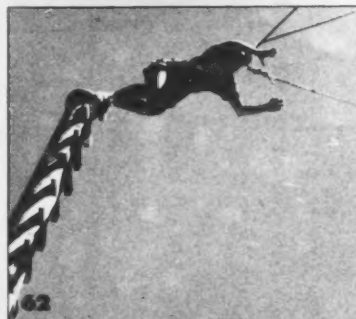
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POWER SELLING '91



As I noted in our March 1990 issue, today's sales and marketing managers are an extremely busy bunch, involved as they are with myriad important tasks like recruiting, training, compensation, incentives, meetings, motivation, travel, sales force automation, and all the other functions that make up their day-to-day routine. If it sounds like a lot of work—believe me, it is.

And as if this isn't enough, the impact of technology on all these various areas has made it essential that today's manager be on the cutting edge of any new innovation or development, a task that further complicates and extends the time they need to spend on any given subject.

In the months since I wrote that column, I've been giving a lot of thought to how we can better serve our readers,

advertisers, and the entire selling profession by making their jobs easier and more profitable. After some brainstorming, planning, and careful analysis conducted by some of the key people in our organization, we think we've found the answer.

"Power Selling '91," a major new conference and trade show sponsored by *Sales & Marketing Management*, will make its debut September 11-13, 1991, at the Hyatt Regency Hotel in Chicago. This event has been conceived and designed based on the needs of America's sales and marketing managers, and will focus on issues and information that will help you better recruit, train, motivate, compensate, manage, equip, and transport your sales force, as well as inform you about emerging trends in market research, technology, demographics, promotion, distribution, and a host of other related areas.

On the conference side, a total of 32 different seminars have been scheduled, each involving presentations and discussions by some of the top experts in their respective fields. These sessions will cover four main subject areas: 1) Sales Force Automation; 2) Sales Force Management; 3) Markets and Market Research; and 4) The Marketing Mix. As for the exposition itself, we'll be lining up manufacturers and marketers of hundreds of different products and services related to sales and marketing, providing nearly 20 hours' worth of exhibit time before, during, and after the conference, thus allowing you to inspect all the various wares and wisdom available to you and your sales force. By doing this, we hope to provide the perfect mix of solutions, ideas, and innovative programs that will cover all the areas today's manager is responsible for. It's a tall order, to be sure, but one we're confident we can fulfill.

As our plans for this one-of-a-kind conference and expo evolve, I'll keep you informed of what topics we plan to cover in-depth, what companies you can expect to see exhibiting, and other details concerning the program in general. Along these lines, we welcome your comments, ideas, and participation. Just give us a call or drop us a line. After all, this is *your* show, and we're going to do everything we can to make sure "Power Selling '91" will be the most informative and innovative event of its kind anywhere.

See you in Chicago next September.

Howard Neibart

Howard M. Neibart
Publisher

THE COMPANY CAR: STILL KING OF THE ROAD

Looking for a reason to continue providing a company car? Just ask the people who use them.



BY RICHARD SZATHMARY,
SENIOR ASSOCIATE EDITOR

Despite some claims to the contrary, the case for the company-provided car remains strong. That's the basic conclusion to be drawn from a just-released study done for the National Assn. of Fleet Administrators (NAFA).

The study, conducted by Maritz Marketing Research of Toledo, Ohio, under the auspices of the NAFA Foundation Inc., surveyed business drivers

along with fleet and sales managers about their perceptions of company fleet policies—in particular, their preference for company-owned or leased vehicles vs. reimbursement for employee-owned or leased cars.

Maritz interviewed four segments of drivers: fleet and sales managers, and drivers currently in both types of programs in approximately equal numbers, for a total of 463 people interviewed. When asked which program they'd choose for themselves, a whop-

Comparison of Total Vehicle Net Present Value Costs—Base Case

Cost Component	Company Provision	Employee Provision
Net Acquisition and Finance Costs	\$7,867	\$9,888
Operation and Maintenance Costs	3,619	4,342
Administration and Insurance Costs and Taxes and Fees	3,620	2,503
Income Taxes	(5,182)	(5,649)
Total	\$9,924	\$11,084

SOURCE: Ernst & Young National Transportation Consulting Group.

ping 92% of the fleet and sales managers selected the company-provided car.

On the other hand, the vote among vehicle users was a little less overwhelming, although a company-provided vehicle was still the clear preference for 65% of those surveyed. Also, drivers in employee-provided programs expressed a preference for company cars by a 50% to 48% margin (the remaining 2% had no preference), while 83% of drivers in company-provided vehicle programs opted for the status quo.

The one area in which the company-provided car seems to be running out of gas, however, is in its use as an executive perquisite. Both high-earning executives and salespeople, the study reports, "are more likely than other income groups to prefer an employee-provided program." And when correlating driver preference with income levels, the survey found that while 65% of drivers with incomes of \$60,000 or less preferred a company-provided program, only 56% of those earning more than \$60,000 felt the same.

Other studies, including the most recent Executive Compensation Survey conducted by the National Institute of Business Management, a research and advisory firm located in New York City, show that while still popular, the use of the company car as an executive perk has been declining steadily. Its 1985 survey reported that 82% of surveyed companies provided top executives with a company car, but this year's survey found that only 64% of firms offered company cars to their top execs.

The reason, suggests Warren Feirer, president of the NAFA Foundation, may simply be that "a salesperson

who leads his division in sales often wants his Cadillac, and he's more than willing to pay the difference for it. That's his status symbol and that's why he's driving an employee-provided car."

TOTALING UP THE COSTS

Regardless of its declining use as an executive perk, the company car is still a necessary and important business tool, particularly for sales and service employees. As such, the company car has long been the subject of a debate over which is less costly—company-provided fleets (including the fleet managers and their staffs) or employee-provided cars paid for through reimbursement programs.

Based strictly on cost, the use of a company-provided fleet would seem to win hands down. A 1989 survey commissioned by the NAFA Foundation and conducted by the accounting firm Ernst & Young found that despite some movement toward an increase in employee-reimbursement programs, company-provided fleet vehicles (even with the administrative and other costs incurred by fleet departments) can cost approximately \$1,200 less per car to lease and maintain than their employee-provided counterparts over a standard 28-month retention cycle. Additionally (and this should not be regarded as an insignificant employee benefit), the study found that "the employee's cost for the personal use of a business car is either marginally or substantially lower under company provision."

According to Chip Taggart, co-director of the Ernst & Young study, "For the average sales or service rep, this study outlines a win-win proposi-

tion." The study notes that "assuming eighty-five percent business use and fifteen percent personal use of the vehicle, company provision of a fleet car would cost the employer \$7,597 compared to \$8,320 if the same car were provided by the employee. Similarly, having personal use of a company car would cost the employee \$2,327 over the life of the vehicle compared to \$2,764 if the employee were to drive his or her own car for business as well as pleasure." Obviously, these figures reveal significant savings for both employers and employees.

What this says to the employee, Taggart adds, is that "if your job description requires you to spend your life on the road, parking a company car in the driveway means more money in your pocket and a better contribution to your company's bottom line."

The study also reflects what Ernst & Young terms "the experience of the typical corporate sales and service fleet," which by their reckoning has the following attributes:

- Four-door, mid-sized sedans (such as a Dodge Dynasty or a Ford Taurus) with six-cylinder engines, automatic transmission, air conditioning, tinted glass, cruise control, and tilt steering wheels.
- A 50-month, open-ended operating lease for company-provided vehicles or a four-year loan provision for employee-provided cars.
- A 28-month retention cycle.
- Average vehicle use of 25,000 miles a year and approximately 58,000 cumulative miles at disposal.

To allow for differentials from those points, Ernst & Young analyzed whether any changes in such key assumptions (or its cost estimates based on them) would materially change the study's conclusions. The result: As Chip Taggart unswervingly declares, "Virtually all our sensitivity tests show that it's consistently cheaper overall for companies to provide vehicles for their business car needs."

WHY COMPANY CARS?

Aside from cost considerations, the question of whether or not to provide a company car also involves the important issue of overall company image. A company-provided fleet, for instance, does facilitate the special sort of uniformity that some companies deem important. A company-provided fleet is obviously not a motley collection of cars in assorted states of repair and maintenance; it represents its owner to clients through basically similar and similarly equipped vehicles. ▶

In addition, say some fleet specialists, a company's ability to attract and retain personnel with the necessary skills and motivation is influenced by employees' satisfaction with the company's fleet program, the thinking being that providing a safe and reliable car will promote employee effectiveness (and therefore provide more revenues for the company).

However, those aren't the reasons most drivers gave for preferring a company-provided car. In fact, depending on which group you ask, their reasons vary widely.

Some 53% of fleet managers and 49% of sales managers surveyed by Maritz, for instance, favor company-provided cars because they're financially more feasible to employees. On the other hand, this is only an issue to 36% of the drivers behind the wheel of company-provided cars, vs. 53% of those employees using their own cars.

Similarly, only 18% of the fleet managers preferred a fleet because the company assumes vehicle maintenance, while 38% of the sales managers and 51% of the salespeople using company cars cited this as a reason for their preference.

In another area, while 35% of fleet managers and 33% of sales managers found the fact that the company takes care of insurance costs a reason to prefer a company-provided program, only 14% of the drivers in company-provided cars (as well as 13% of those who are reimbursed) chose this as a key factor. It seems, in other words, that not only are "alliances" between all four survey segments shifting somewhat, but also that sales managers are often in sync

with the reasons their salespeople prefer company-provided cars.

Still, 73% of those who drive employee-provided cars agree that the ability to choose the kind of car they want, with the kind of equipment they want—color, sound system, anti-lock brakes, a real spare tire as opposed to a "banana" (good for only a 100 miles)—is a reason for preferring employee-provided programs.

This factor was more than six times as popular as the next most oft-cited reason for providing one's own, reimbursable car—the fact that drivers don't want to be held accountable for someone else's car. Such a pronounced interest in expressing "personal style" might profitably be taken into account by companies considering instituting a fleet program; they can continue to save money (although not perhaps \$1,200 per vehicle) in the long run and keep their employees happy by taking their individual preferences into account when purchasing or leasing vehicles.

The key findings of the Maritz study, of course, are that more than 90% of fleet and sales managers alike prefer company-provided cars and that drivers themselves in both company and employee-provided programs agree by a ratio of 2:1.

"The reasons tend to cluster into two primary areas of benefit," says Michael Brereton, the senior manager at Maritz who oversaw this study. "Respondents routinely mentioned that company-provided cars reduce employee out-of-pocket costs and increase the overall 'ease' to the employee of acquiring and operating a business car."

Brereton adds that even among

the relatively few companies (14%) that actually offer employees a choice between using their own and a company car, 87% find out very quickly that "at least three-fourths of all such drivers will choose the company car program."

THE REIMBURSEMENT OPTION

Still, not everyone's totally convinced by the NAFA studies. For instance, David Groh, executive editor of the biennial *Runzheimer Survey & Analysis of Business Car Policies & Costs*, says that "as a fleet car program alternative, employee-provided plans are significantly more cost-effective for employers than company-provided programs." Runzheimer, in fact, acts as a consultant for companies that wish to set up reimbursement programs.

Lee Czarapata, Runzheimer International's vice president of sales and services, maintains that, for the most part, respondents to the NAFA surveys are committed to "keeping employees happy by letting them use the company car in their personal lives." Most companies, he says, try to "fall in line with the personal use chargeback for cars" that the IRS recognizes, although he still believes that for all companies, whether they follow the chargeback rules or not, personal use of a company car becomes a benefit, "one many companies are reluctant to cut even when it makes good economic sense to do so for all concerned."

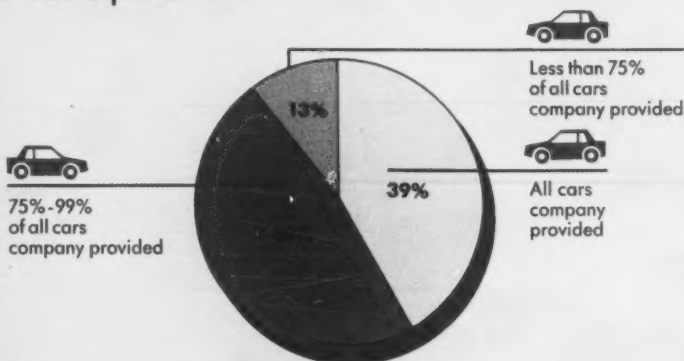
In particular, Czarapata argues that "risk managers, accounting people, people who account for cash . . . should have been surveyed too, because they have something different to say about company-provided and employee-provided cars."

For Runzheimer's part, Czarapata maintains that "there's a movement toward employee-provided vehicles, and this makes good sense for reasons concerning liability insurance and tax law changes." (He claims, for example, that it's cheaper in most instances for individual drivers to obtain auto insurance than it is for companies.)

Continuing his case for reimbursement programs, Czarapata says, "If you're doing it on an honest basis, then you don't need fleet departments or fleet managers. You just need someone to take care of new employees coming into the process, someone who can acquaint them with how things work."

Czarapata also has a pretty deft response for the image concerns that lead many companies to opt for company-provided cars: "If you treat your employees like adults and allow them some choice that fits their lifestyles a little

Program Preference When Employee Is Given Choice: Includes 14% of Companies With Fleet Operations



SOURCE: Maritz Marketing Research/NAFA Foundation.



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better, you should have a win-win situation."

Nonetheless, according to his company's January 1990 *Runzheimer Reports on Fleet Management*, which polled some 250 fleet managers in a comparison of the situation today vs. five years ago, 23% report more company-leased—and 20% more company-owned—vehicles today, compared to only 7% who cited more employee-provided vehicles. Also, 47% said that their companies have about the same proportion of company-owned, leased, and employee-provided cars as they did five years ago. The balance had no response.

LAST EXIT BEFORE TOLL

Czarapata finds some common ground with the NAFA studies in the fact that in either type of program, car costs are an important business expense. He even admits that there are times a client *should* opt for a fleet, such as when "companies may be cash rich or may have a high mileage fleet because of sales requirements."

NAFA Foundation president Warren Feirer, in his turn, grants that there are situations when it makes sense for a company to reimburse employees for car use. He cautions, however, that "it depends on how much service an employee can get from his dealership or his leasing company on his own. Fleet managers, after all, buy several cars at a time, so they can demand and expect prompt service. I'm not sure individual car owners are so lucky. Besides, you shouldn't ask a salesperson to handle his own lease and maintenance—that's the guy who should have the least time for this stuff, the guy you want out on the road selling.

"If a company still wants to have a reimbursement plan, despite the evidence we've gathered to the contrary," Feirer continues, "then you have to reimburse drivers at a level that makes it genuinely worthwhile for them to lease or purchase a car for business use." But, he cautions, "if you shortchange the driver, you've accomplished nothing."

In a nutshell, the latest NAFA/Maritz study confirms that if you ask the typical salesperson, the company car is still king of the road.

"This study would appear to contradict previous reports of significant changes in corporate fleet policies," Feirer states, obviously referring to the Runzheimer survey, adding that "company provision remains the strong preference of management and drivers alike." □

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